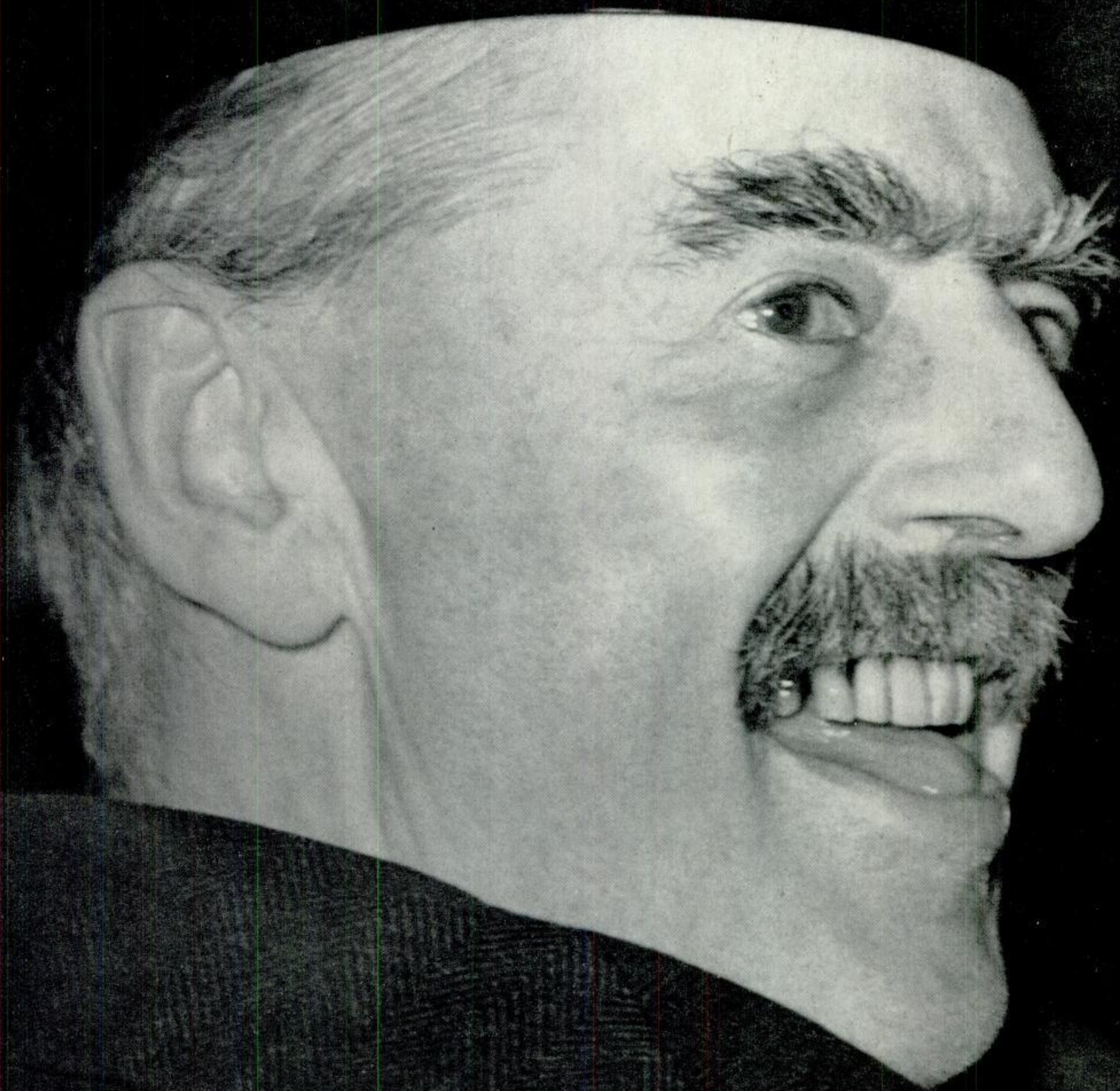


LIFE



CHAMBERLAIN

APRIL 24, 1939

10 CENTS

FIRST BITE TO LAST...

CRISP-CRISP-CRISP!

**Delicious! Utterly
different from
mushy cereals!**

Make this simple test:

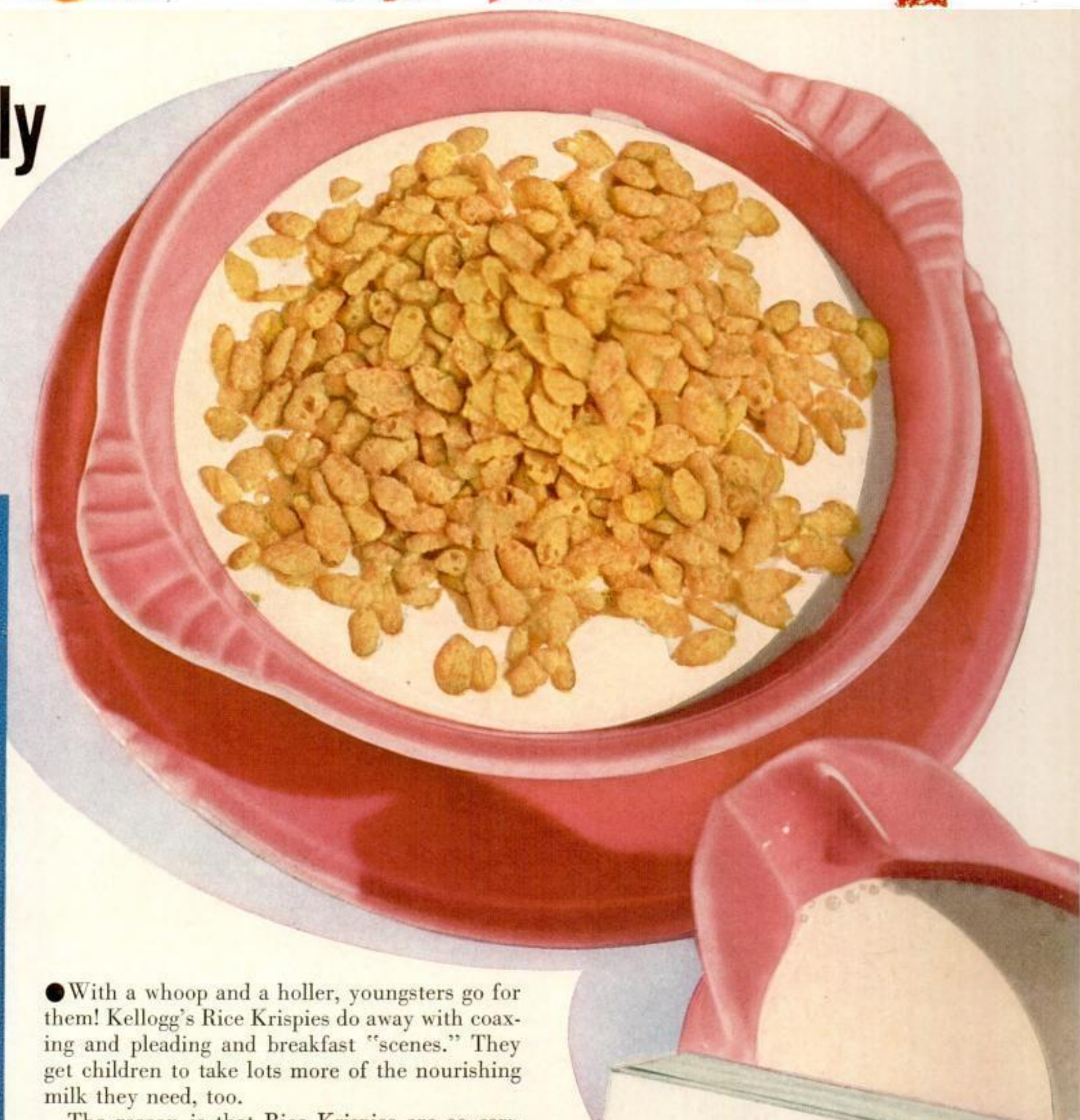
2 HOURS IN MILK-

*Still
Floating!*

**WON'T MUSH DOWN IN THE
BOTTOM OF YOUR DISH!**



**SNAP!
CRACKLE!
POP!**



● With a whoop and a holler, youngsters go for them! Kellogg's Rice Krispies do away with coaxing and pleading and breakfast "scenes." They get children to take lots more of the nourishing milk they need, too.

The reason is that Rice Krispies are so *completely* different. There's no mushiness, no flat taste. Every spoonful is wonderfully crisp and crackling—full of rich, satisfying flavor.

Rice Krispies look different, too. *Not* flaked . . . *not* shredded. They are "oven-popped" by Kellogg's *patented* process, then toasted to a delicious golden-brown.

Only premium quality, American-grown "Blue Rose" rice is used in making Rice Krispies. Their inviting crispness is protected by Kellogg's new KEL-LINER Inner-Wrap, the only cereal carton completely "Waxtite" heat-sealed at both top and bottom. Choose Kellogg's Rice Krispies at your grocer's today . . . and hear the family sing out for second helpings at breakfast!

NOT FLAKED  **NOT SHREDDED** 
THEY'RE "OVEN-POPPED" BY KELLOGG'S PATENTED PROCESS

Rice Krispies are absolutely unique in form . . . utterly distinct from every other breakfast cereal. Product and process are protected by United States Letters **PATENT NOS. 1,925,267; 1,832,813**



Copr. 1939 by
Kellogg Company



A Hudson Style Sensation...This Luxurious Blending of Rich Fabrics and Gleaming Chrome!

Many tell us that never before has the artistry of interior design scored so complete a triumph as in the new Salon Interiors which feature each 1939 Hudson, and of which that shown above is an example. Distinguished not only by quality and superb tailoring and by subtle two-tone upholstery combinations, these interiors are almost unbelievably roomy. Every seat gives *real* three-passenger comfort, with ample room above and in front. The unmatched softness of Airfoam Seat Cushions (standard in many models, available at small cost in all) brings a wholly new sense of luxurious relaxation and freedom from fatigue. Combined with all this is the amazing

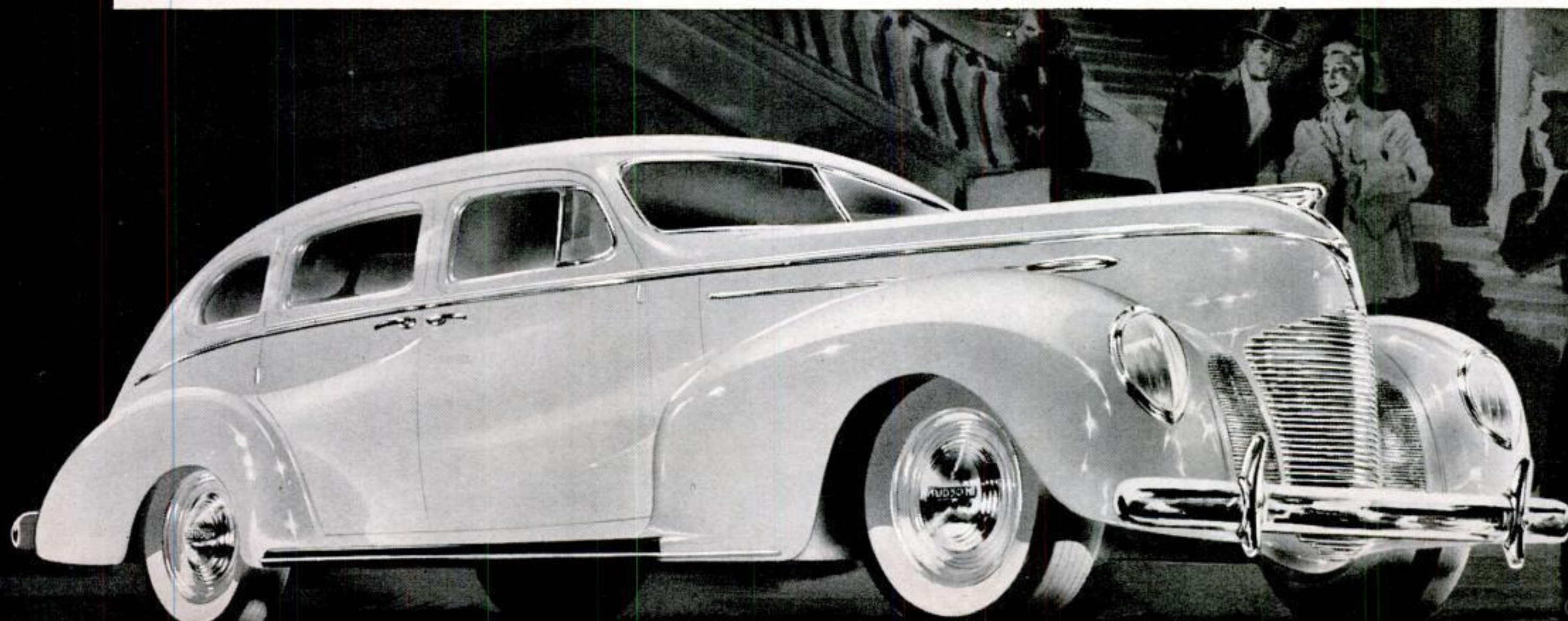
economy of which any Hudson owner will be glad to tell you, brilliant performance and long life and the exclusive features which make a Hudson "America's Safest Car." Is it any wonder, then, that once you drive a Hudson no other car will do? Try it and see.

\$695

HUDSON PRICES NOW START AMONG AMERICA'S LOWEST

*delivered in Detroit, equipped to drive; including Federal taxes, not including state and local taxes, if any. Low time payment terms, with new Hudson-C.I.T. Plan. Prices subject to change without notice.

Above, new Salon Interior of Hudson Country Club Six. Below, car shown is new Hudson Six Touring Sedan, \$854*



"PROTECTING THE AMERICAN HOME"



Children in some of the earliest American homes were taught to read from a Hornbook, which was not a book but a flat piece of wood on which the "lessons" were protected by a sheet of transparent horn.

Quick Facts About National Life Gains

If you are planning to add to your life insurance in National Life of Vermont, you will be gratified to read of the gains made by your Company during the past year, 1938.

Increased Assets. The Assets of the Company at the end of 1938 increased \$9,139,257, thus continuing the unbroken record of increased assets each year throughout the history of the Company.

Increased Insurance in Force. Life insurance in force increased \$15,011,374, the largest increase since 1930.

Increased New Insurance. Sales of new life insurance were \$50,885,000, an increase of 7.9% over 1937.

Interest Rate Maintained. The net interest earned was 3.71%. This makes possible a continuation through 1939 of the dividend

scale adopted for each of the last three years.

Increased Dividends Paid. The total dividends paid policyholders were \$3,655,277, an increase of approximately 2.4% over 1937.

Increased Reserves. Reserve funds to protect all classes of contracts were increased \$8,110,182, making a total policy reserve fund of more than \$182,000,000.

Strong Market Value. The actual market value of bonds and preferred stocks, held for the benefit of policyholders, was \$3,753,922 in excess of the values shown in our statement of December 31, 1938. The Company's bond investment of \$67,335,671, contains no item in default, either as to interest or principal.

Complete statement on request. For further information about your own life insurance, use the coupon below.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—VERMONT

MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON
NATIONAL LIFE INSURANCE Co., Dept. 115, MONTPELIER, VERMONT

Please send me information on the following:

- ☐ A college education fund for my children
☐ Protection for my family ☐ A retirement income for myself

Name _____ Date of Birth _____

Business or Home Address _____

LETTERS TO THE EDITORS

Lindbergh

Sirs:

Your story on Lindbergh in the April 3 issue is to my way of thinking one of the finest things that the Press has ever done to correct the injustices of our great Press.

W. CONAN THORNTON

Fond Du Lac, Wis.

Sirs:

I wonder how long it will be before the Press discovers that many Americans are definitely not interested in the Lindberghs. He wants to be left alone, so why in heaven's name not let him be.

MRS. T. E. TILLEY

Kansas City, Mo.

Sirs:

The best joke in the whole write-up was where Lindbergh kept the reporter locked up after he had broken into his house. Had the Colonel been of the type of the reporter, he should have branded him in the face with a large red-hot branding iron.

WALTER S. FLAGGE

Mountain View, Wyo.

Sirs:

At last an article which does justice to a man forced into exile by a press which doesn't know when to quit and a people too willing to believe everything they read. Congratulations to Mr. Sondern.

W. R. HARRIS

New York, N.Y.

Sirs:

Nothing I have ever read has ever pleased me more than your honest and unbiased article concerning Charles A. Lindbergh. If this article can in any way restore Lindbergh's faith in his fellow men, then you have undoubtedly won the undying gratitude of thousands of intelligent people.

HARLAND C. WOOD

Middleton, Mass.

Sirs:

Not since Hamlet has there been a tragedy like the life of Lindbergh. Of course his struggle with the press is futile, but it is understandable. Sondern has written the sad story very dispassionately.

A. J. SAWKINS

Immaculate Conception Rectory
Toledo, Ohio



HINTZE BOYS, 1885



F. F. HINTZE, 1908



R. W. HINTZE, 1908

Sirs:

Your pages on Lindbergh should have been omitted. In simple words, I think you are a skunk.

GEORGE GREGORY

New York, N. Y.

Sirs:

That was a nice, smug little Close-up you printed. So "Lindbergh Walks Alone," a bitter, self-exiled, cantankerous recluse. And whose fault is that? Yours, and the rest of you mighty Lords of the Press.

ELIZABETH ANN LAWRY

San Francisco, Calif.

Sirs:

In my own field I have found your treatment of the subjects excellent and want to compliment you for your fair series about Charles Lindbergh. The

article portrays him as neither God nor devil but as the man he is, with all the faults of man. I hope that your series will help bring justice to this misunderstood genius. I am afraid that he will never find peace, because peace is not in his soul.

W. S. HOLLOWAY, Pilot

Winter Park, Fla.

"Bad Boys"

Sirs:

In your issue of Jan. 9, Norma Jean Wright of Hollywood, Calif., advanced a solution as to the identity of the two weeping tots in a picture which appeared in your Dec. 19 issue, under the caption, "Bad Boys" (see below).

I am sorry to contradict Miss Wright, but the picture, although originating in Salt Lake as reported, is not of Zack and Dick Lund, but an early photo of Dr. F. F. Hintze, professor of geology at the University of Utah, and his brother, R. W. Hintze, prominent mining engineer of this city.

The print sent to LIFE and wrongly identified by Miss Wright was purchased many years ago from the studio in which it originated, by a woman traveler who was passing through Salt Lake.

PAUL V. C. WHITNEY

The Deseret News

Salt Lake City, Utah

Sirs:

We, as their wives for more than thirty years, can hardly accept the name or age of the boys that Norma Jean Wright gave.

The picture was taken in 1885 to be sent to their father, then in Denmark. It was an entirely new experience to have their heads held in a vise for a time exposure, and when the "strange man" got under the black tent, things looked pretty gloomy—hence the cry. The mother heard the click of the camera and said, "Oh! you surely didn't take their picture crying, did you?" Mr. C. R. Savage, an early-day photographer in Salt Lake City, laughed and said, "I couldn't miss an opportunity like that."

R. W. Hintze is now a mining engineer. F. F. Hintze is a consulting geologist and professor at the University of Utah.

MRS. R. W. HINTZE

MRS. F. F. HINTZE

Salt Lake City, Utah

● All thanks to Mrs. Hintze and Mrs. Hintze for helping to clear up at last the mystery of their husbands as Salt Lake City's "Bad Boys."—ED.

"Internal Protection"

Sirs:

I feel LIFE should have given credit to the creators of the statue "Internal Protection" on page 38 of your World's Fair essay in the March 13 issue. After all, the statue itself was copyrighted, which you did not mention. But it also took two years of hard work and research to develop the technique for producing this first large-scale sculptural mass ever made in a translucent plastic material.

In the picture were shown Victor M. Clark, contractor and co-designer, and Ralph Mancuso, technician and builder.

(continued on p. 4)

Ipana presents "Call the



WITNESS!"

Attention!

This dental cross-examination will test your knowledge of modern oral hygiene! Score 100—as you should—and you know how to help yourself have healthy GUMS, sound TEETH and a winning smile!



QUERY: Even though you might have known once, you may have forgotten that "Pink Tooth Brush" is:

1. A fashionable color
2. A term of derision
3. A sign of tender gums

When gums get over-sensitive, their first warning is generally in the form of a tinge of "pink" on your tooth brush. It may be nothing serious, but never ignore it! When you see it—see your dentist immediately. Answer: A sign of tender gums.



QUERY: This young man is four. When he gets his complete temporary set of teeth, how many will he have?:

1. Ten
2. Twenty
3. Thirty-Two

In many schoolrooms today, children are taught the modern dental health routine, which supplements brushing the teeth with gum massage. So that when permanent teeth appear, their dental future is far brighter than was their parents'! Answer: Twenty.



QUERY: If you love the soft, creamy foods this chef prepares, which of these exercises should you take daily?:

1. Swedish massage
2. Chinning the bar
3. Gum Massage

The chef loves to prepare those soft-food dishes which deprive gums and teeth of needed chewing exercise. Result: gums are apt to become soft. To help combat this condition, many dentists often recommend gum massage with Ipana. Answer: Gum Massage.



QUERY: What is it about a charming woman that generally holds the interest of most people?:

1. Winning Smile
2. Hair-do
3. Dress
4. Figure

A good impression is hard to maintain when teeth are dull and dingy. One way to help keep them sound and sparkling is to keep your gums firm and healthy. So, do as many dentists advise—help guard your own bright smile with Ipana and massage. Answer: A winning smile.



QUERY: Strong, healthy teeth, in the opinion of many leading dentists, depend largely upon which of these?:

1. Inheritance
2. Gum Massage
3. Brushing
4. Diet

Inheritance plays an important part. So does proper early diet. But once our permanent teeth are in, modern dental hygiene comes first. To promote this, to help keep gums firm and healthy, many leading dentists advise regular massage of the gums. Answer: Gum Massage.



QUERY: One of the following words is in common dental use today. Name and define it:

1. Occurrent
2. Occident
3. Occult
4. Occlusion

Modern dentistry is doing wonders in correcting malocclusion (incorrect closing of upper and lower teeth). This work, plus proper gum hygiene, is today giving children's smiles priceless protection. Answer: Occlusion—the relation between upper and lower teeth when jaws are closed.



IPANA

TOOTH PASTE

This One



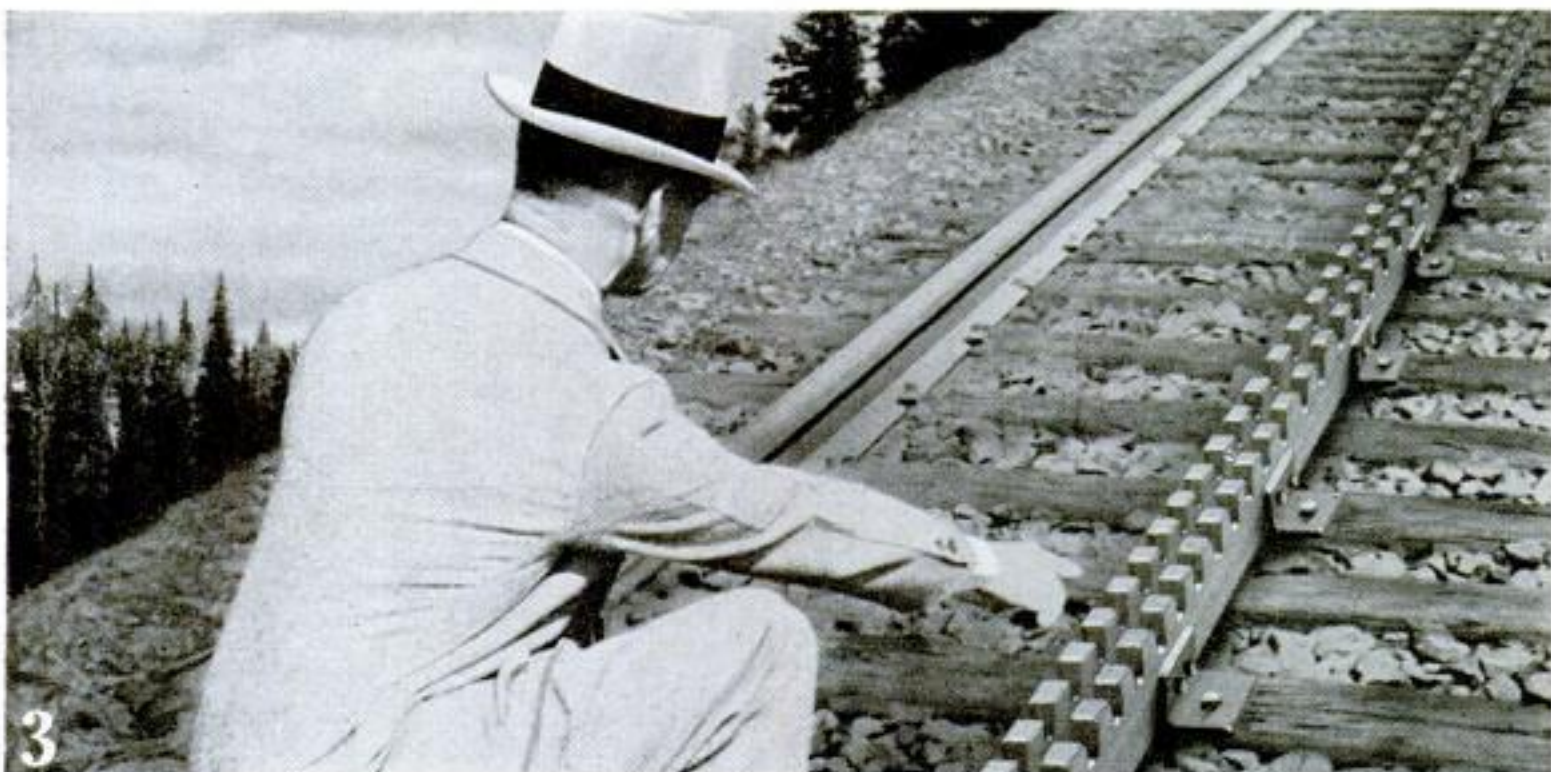
DEP9-OCE-45Y2



1 Gail Patrick, star of the Republic picture, "Man of Conquest", gets a thrill from . . .



2 . . . the streamlined mountaineers which climb to the top of Pike's Peak, nearly three miles above sea level. These rail cars and other equipment of the Manitou & Pike's Peak Railway are . . .



3 . . . Sinclair lubricated for safety—even to the cogs which hold the cars to the steep incline. Why not take a tip from this famous railroad and keep . . .



4 . . . your car Sinclair-lubricated? Right now your nearby Sinclair Dealer is featuring a special service which will make your car safer for summer driving. It is called Sinclair-ize for Summer Service. Ask him about it today.

LETTERS TO THE EDITORS

(continued)

Not included was Harry P. Camden, sculptor. All are New Yorkers.

VICTOR M. CLARK
New York, N.Y.

Skullguards

Sirs:

Carl Mydans' photographic story of sandhogs in your April 3 issue is in my opinion even above LIFE's usual high standard. However, there is a slight technical error in your description of the skullguards worn by the men for head protection. While these helmets appear to be made of shellacked linen, they are actually molded in one piece from a laminated bakelite composition, inside of which are layers of heavy canvas and screen wire.

HENRY L. PHILLIPS

Mine Safety Appliances Co.
Dallas, Tex.



SANDHOG'S SKULLGUARD

Philippines

Sirs:

The text and pictures in your issue of Feb. 13 are one of the finest and most accurate things on the Philippines that have come out of the American press in many years. We Americans in the Philippine Islands congratulate you.

So far as America's staying in the Orient is concerned, that is a lot of poppycock. The sooner we get out, the better off we'll be. We have no business in the Far East. Some day it will get us into trouble, and it can all be avoided now by giving up the Philippine Islands. Let's do it.

B. F. JINKS

Army & Navy Club
Manila, P. I.

Sirs:

In your issue of Feb. 13, you have dealt in a very practical way with the Philippines. I have lived in the Philippines for forty years, most of the time engaged in the active control and management of various types of business.

You have ably presented graphically the Philippine problem. The general apathy in the United States on matters of this kind is very unfortunate and this leaves the important problem of the Philippines to be handled by our people in an unintelligent manner.

WM. H. ANDERSON

Mayflower Hotel
Los Angeles, Calif.

● Mr. Anderson is the author of *The Philippine Problem* (\$3.00), recently published by Putnam's Sons.—ED.

Coelacanth

Sirs:

In your most interesting account of the prehistoric Coelacanth catch in the April 3 issue, you write that "Its 5-ft. body weighs 127 lb. . . . Since its capture, the carcass has exuded 20 gallons of oil through its scales." With fish oil weighing 7.5 lb. per gal., the 20 gal. which have exuded would weigh 150 lb., to say nothing of the remainder of the

(continued on p. 6)

FASHION DISCOVERY

A HARPER'S BAZAAR

Fair Travel
BRAE-BURN

Very truly yours

Roll the pliant brim glamorously today, naively tomorrow, gaily the next day—to express your every mood. Fit down hair-do's, up hair-do's, little girl cuts—just by tightening the bow for hair's breadth snugness. Fair Travel is YOUR hat...for every adventure, country club or city stroll, cross-continent or just cross-town. All head-sizes in a lovely chamois-finish felt; colors match your new costumes.

UNDER \$3.

AT LEADING STORES EVERYWHERE OR WRITE

BRAE-BURN HAT CO., INC.
65 West 39th Street • New York City

ride the Trails of the

OLD WEST

Wonderful

WYOMING

Enjoy a Dude Ranch vacation. Ride into the sunrise astride a Palomino pony... breathe the sage-scented atmosphere at dawn... revel in the beauty of rose-tinted mountain peaks towering over the vast plains where once only buffalo roamed. Come to the last bulwark of the real Old West... hike, ride, fish, hunt amid primitive scenic wonders. Eat delectable, Western-barbequed foods with a newly discovered appetite... sleep like a baby... under blankets in mid-summer. Come to Wyoming for your vacation.

DEPARTMENT OF COMMERCE & INDUSTRY
Geo. O. Houser, Exec. Mgr. 609 Capitol Bldg., Cheyenne

Kindly send me free information as checked below:

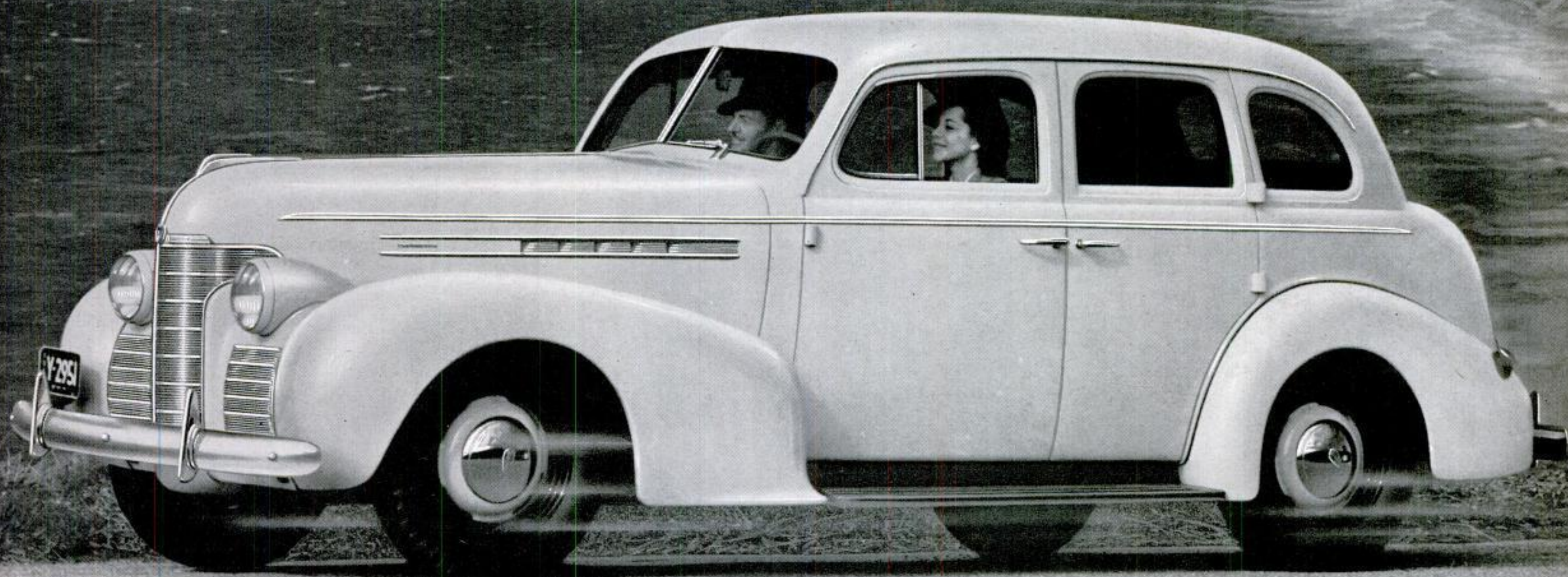
- | | |
|--|---|
| <input type="checkbox"/> DUDE RANCHES & RESORTS | <input type="checkbox"/> Indian Sun Dances |
| <input type="checkbox"/> Yellowstone Nat'l Park | <input type="checkbox"/> Hot Springs |
| <input type="checkbox"/> Grand Teton Nat'l Park | <input type="checkbox"/> Highway Maps and General Information |
| <input type="checkbox"/> Mountain Camping | |
| <input type="checkbox"/> Rodeos, Frontier Celebrations and Outdoor Shows | |

NAME _____

ADDRESS _____



GET MORE "GO" FROM EVERY GALLON!



OLDS '60 4-DOOR SEDAN \$889*

**MORE MILES AS WELL AS MORE PERFORMANCE
IN THIS THRIFTY, LOW-PRICED OLDS!**

STEP into an Olds Sixty and step out for a wonderful drive! The way its 90 H. P. Econo-Master Engine whisks you away from stop lights, whizzes up the steepest hills and hums down the straightaway will make you mighty proud of its performance. The way it saves you money on gas and oil will appeal to your pocketbook. Its big, wide-vision Bodies by Fisher are roomy and restful, as well as beautiful. Like the popular-priced Seventy and the medium-priced Eighty, the Olds Sixty offers the revolutionary Rhythmic Ride—the grandest ride on any road. It's a deluxe car in every way, yet it is priced right down in the low-price field, with a sedan model with built-in trunk at \$106 less than last year's lowest-priced Oldsmobile trunk sedan. Come, take a drive. Just a few miles will convince you that you couldn't make a better buy!

\$777*
AND UP

* Delivered price at Lansing, Michigan, subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. Transportation, state and local taxes, if any, optional equipment and accessories—extra. General Motors Instalment Plan.

**"YOU OUGHT TO
OWN AN OLDS"**

* A GENERAL MOTORS VALUE *

**ECONO-MASTER
ENGINE—
A GAS SAVING
SENSATION!**



It's a long time between gas pumps when you drive an Olds Sixty! This grand performer is a grand economizer, too! That's because its 90-horsepower Econo-Master Engine is scientifically designed and quality-built, with all the latest fine-car engine features, including 100% Full-Pressure Lubrication with Rifle-Drilled Connecting Rods. In addition, Down-Draft Carburetion, Electro-Hardened Aluminum Pistons and High-Efficiency Cylinder Head contribute to economy, long life and fine performance. Come, try it yourself! A trial drive will quickly prove its performance! And the fact that Olds won first place in its class in the famous Gilmore-Yosemite Economy Run conclusively proves its economy!

Good-Looking Hair

wins Admiration and Respect!



Use VITALIS and the "60-Second Workout"



1 50 Seconds to Rub—Circulation of the scalp quickens—the flow of necessary oil is increased—hair has a chance!



2 10 Seconds to Comb—Your hair has a natural lustre—but no trace of that objectionable "patent-leather" look.

GOOD-LOOKING hair's important—important to you in business—important to you socially. And the easy, effortless way to hair that's good-looking—and healthier, too—is Vitalis and the "60-Second Workout."

FOR HEALTHIER HAIR—Briskly apply Vitalis to your scalp with a fingertip massage. Feel the bracing "tingle" that tells of aroused circulation. Soon your scalp feels flexible, "relaxed" as tautness disappears. Hair takes on a new richness and lustre. You rout loose, unsightly dandruff with every "Workout" and help prevent excessive falling hair.

FOR WELL-GROOMED HAIR—Your hair takes on a rich, attractive lustre as Vitalis' pure vegetable oils supplement dried-out, depleted oils of the scalp. It's

smartly groomed! Notice how much more easily it responds to comb and brush—how neatly it stays in place. And there's no objectionable "patent-leather" look whatever.

Get a bottle of Vitalis today—at your druggist's. Make Vitalis and the famous "60-Second Workout" part of your regular routine, as thousands of successful men have done. Have hair that's healthier, more handsome—hair that wins the admiration and respect of men and women alike.

Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis now comes only in the new, sanitary Seal tubes. Be sure to insist on Vitalis Seal tubes!

VITALIS HELPS KEEP HAIR HEALTHY AND HANDSOME!

LETTERS TO THE EDITORS

(continued)

carcass, such as bones, scale, armor plate, etc.

GEORGE M. CUNNINGHAM
Pasadena, Calif.

Sirs:

That prehistoric fish recently seined from the ocean depths ought to be re-named *oleaginous oleogineous*, or something like that, if we are to believe your statement regarding its oil-producing powers.

Yours for bigger and better fish stories.

E. P. NUTTING

Moline, Ill.

Sirs:

My wife suggests that someone check the fish's scales. Ho-hum. . .

FRANK G. KEIM

Nazareth, Pa.

Sirs:

Relative to your new friend, the 50,000,000-year-old *Coelacanth*, we conclude that Sinclair, Socony, et al., would be highly pleased to obtain schools of this fish for breeding future living "gushers."

Nevertheless, a highly technical subject was admirably and interestingly presented for the millions of lay readers.

ROBERT H. SMITH, M.D.

Harvard Medical School
Boston, Mass.

● The East London, South Africa, Museum now reports that it was 20 oz. of oil instead of 20 gal.—ED.

Race Map

Sirs:

That map showing the white races of Europe (*LIFE*, April 3)—phooey!

Since when did Neanderthal, Cro-Magnon and Modern Man mix? There's no evidence for that belief.

HENRY PALUCH

New York, N. Y.

Sirs:

In my school days, the example of Neanderthal Man's having been extinguished by later occupants of his territory without record of racial intermingling was used to illustrate the failure of different though similar species to interbreed.

I read in *LIFE* the following:

"... Cro-Magnon Man... who had previously mated with the sub-human Neanderthal Man."

Do I understand from this that later discoveries have shown proof that here were not two different species and that interbreeding did actually take place?

H. BAGSHAW MANN

Detroit, Mich.

● Yes. Evidence for interbreeding of Neanderthal and Cro-Magnon (*i.e.*, Modern Man) is a series of skeletons unearthed in 1932 in the Skhul caves in Palestine. These first established a physical type midway between Neanderthal and *Homo sapiens*. Whether a similar mixture took place in Western Europe may be debatable but Modern Man certainly carried with him into Europe his Eastern heritage of some Neanderthal blood.—ED.

Sirs:

When you list the greater number of Finns as being merely Nordic, you are wrong. We are a race by ourselves.

JOHN TANNER

Montreal, Canada

Sirs:

It surely would be a shock to the Campbells, Hamiltons, MacArthurs, Buchanans and other haughty highland clans to know that Mr. Coon classifies them as blood cousins of the Turks and Armenians.

DOUGLAS E. CAMPBELL

Kansas City, Mo.



A RAINCOAT THAT'S Style News!
THE GALECLOTH COACHER
By ALLIGATOR

★ A storm and sport version of the London Coaching Club Coat—with a sweep of 85 inches. Cut with all the snap of the smartest topcoat—tailored for free-and-easy drape! Its Galecloth fabric is water-repellent, wind-proof and dustproof! An Alligator \$18.50 exclusive! At better dealers . . .

Alligator Raincoats • \$5.75 to \$15.75
Galecoats by Alligator • \$15.75 to \$18.50
THE ALLIGATOR COMPANY, St. Louis
ALLIGATOR
Raincoats



In all the world
no finer RUM..

TRY IT!



Make your favorite rum drink with Don Q—light, fragrant triumph of Puerto Rico's famous Destileria Serralles. Superb in a Daiquiri, Rum Collins, Rum Highball or Cuba Libre. Try it!

[White Label for cocktails]
[Gold Label for tall drinks]

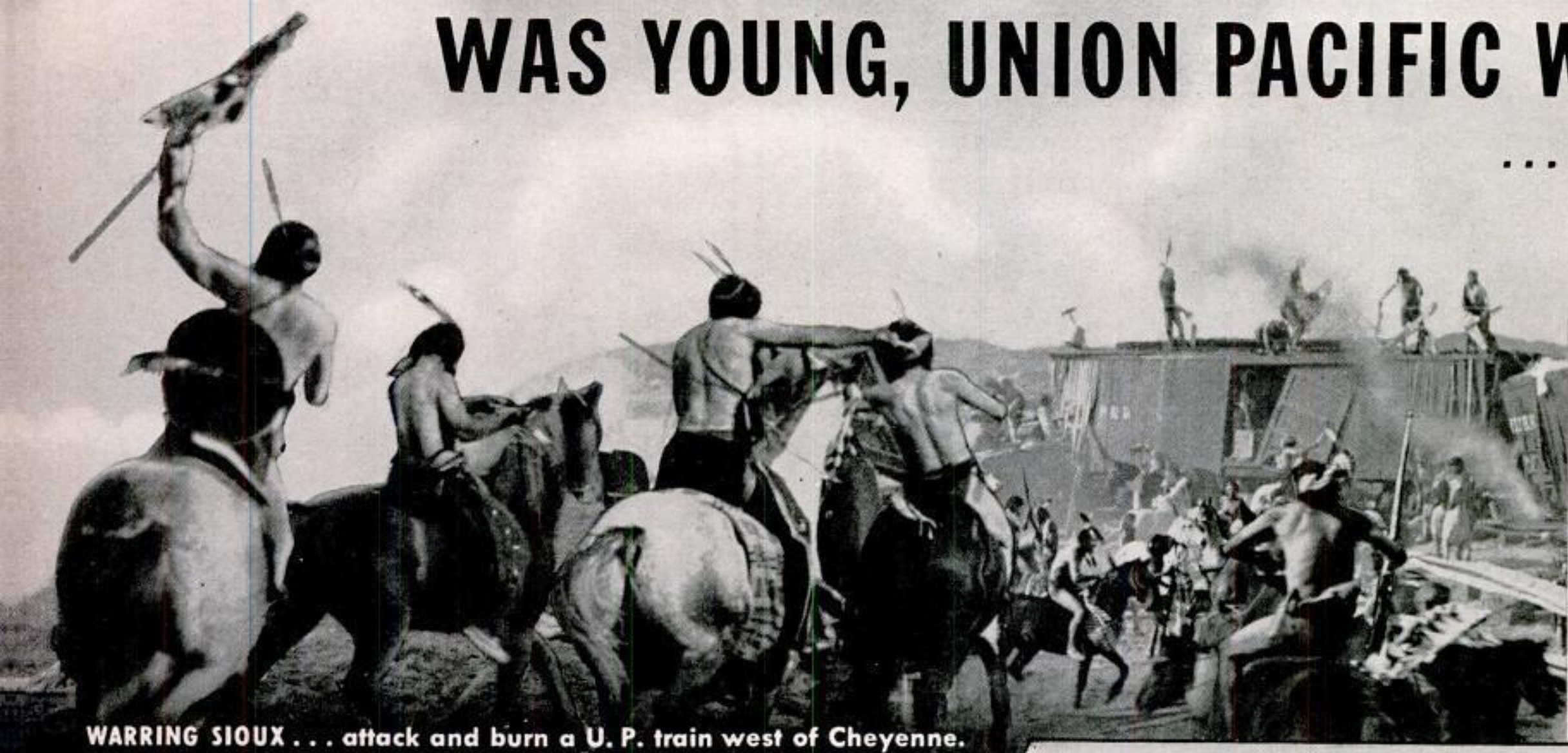
Product of
DESTILERIA
SERRALLES, INC.
Ponce,
Puerto Rico



Your Guide to Good Liquors
Copyright 1939
National Distillers Prod. Corp., Import Div., N.Y. • 86 Proof

**"THE WEST IS AMERICA, AND, ONCE, WHEN THE WORLD
WAS YOUNG, UNION PACIFIC WAS THE WEST"**

... Lucius Beebe in "High Iron"



WARRING SIOUX... attack and burn a U. P. train west of Cheyenne.



DARING TRAIN ROBBERY... Bandits in the employ of the opposition hold up the U. P.'s pay car.



NIGHTLIFE IN A U.P. "Roaring Town" as gamblers take the builders' hard earned gold.



A Continent United with Bands of Steel... at Promontory Point, Utah... "the mighty task is done."

*Paramount's Roaring Romance of
America's Empire Builders!*

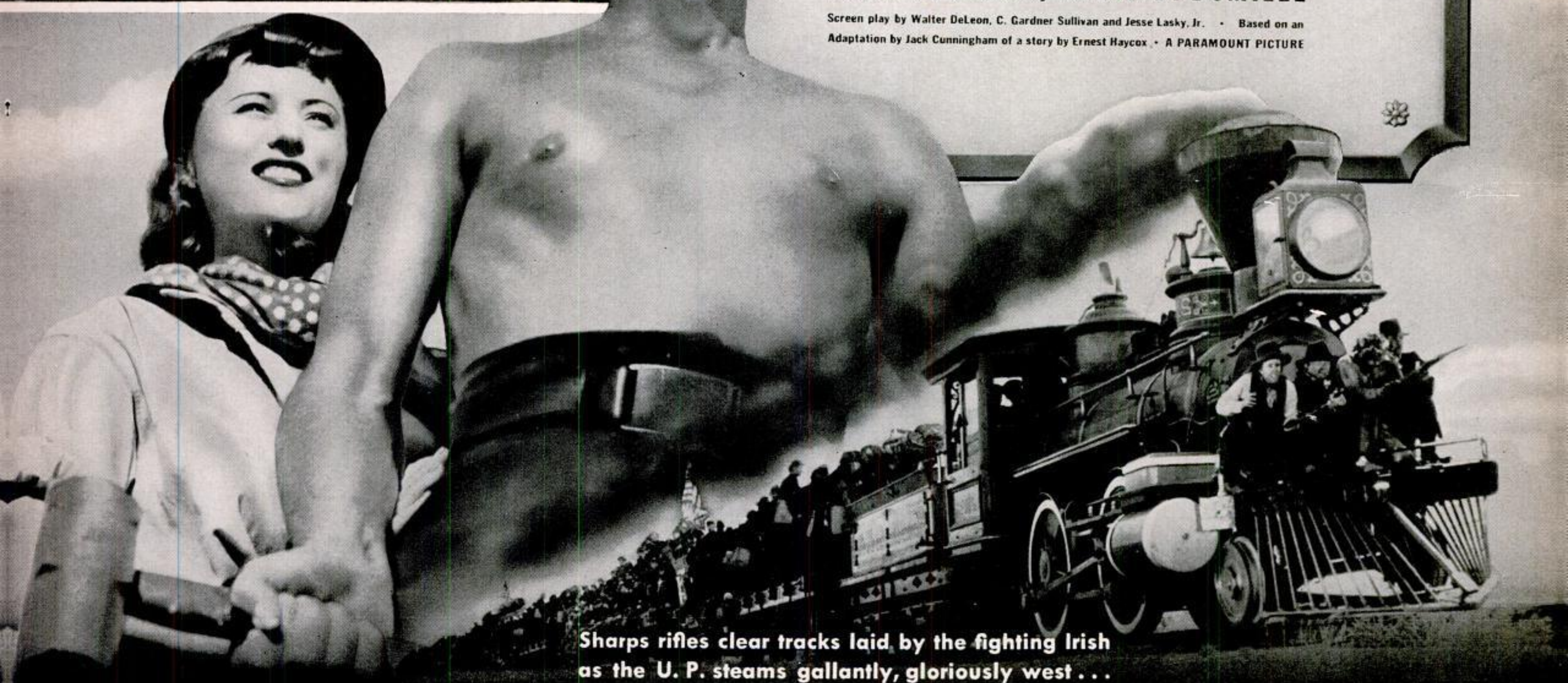
**CECIL B. De MILLE'S
"UNION
PACIFIC"**

Starring **BARBARA** **JOEL**
STANWYCK **McCREA**

WITH
AKIM TAMIROFF • ROBERT PRESTON
LYNNE OVERMAN • BRIAN DONLEVY

Produced and Directed by **CECIL B. DeMILLE**

Screen play by Walter DeLeon, C. Gardner Sullivan and Jesse Lasky, Jr. • Based on an
Adaptation by Jack Cunningham of a story by Ernest Haycox • A PARAMOUNT PICTURE



Sharps rifles clear tracks laid by the fighting Irish as the U. P. steams gallantly, gloriously west...

if it's a PARAMOUNT PICTURE... it's the best show in town!

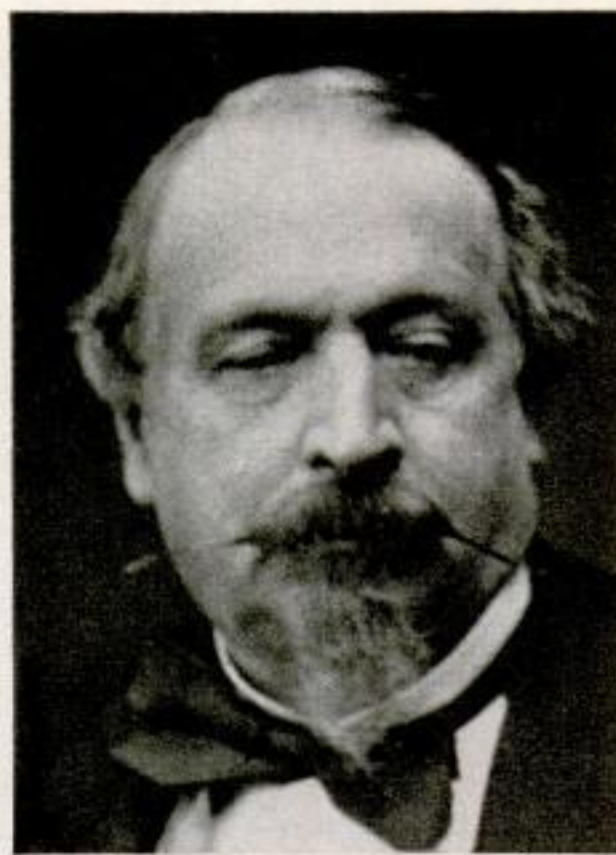
SPEAKING OF PICTURES . . .



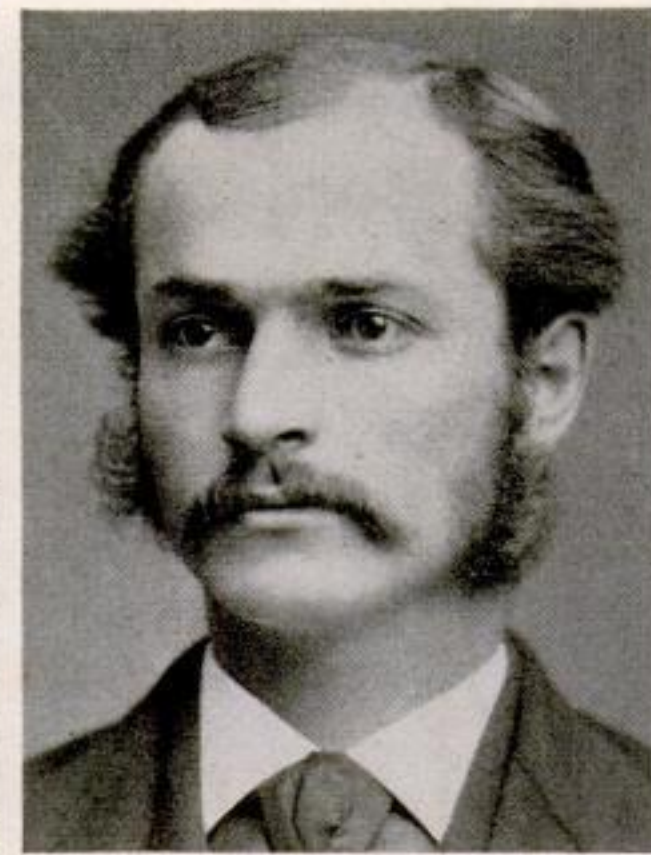
NORSE SKIPPER



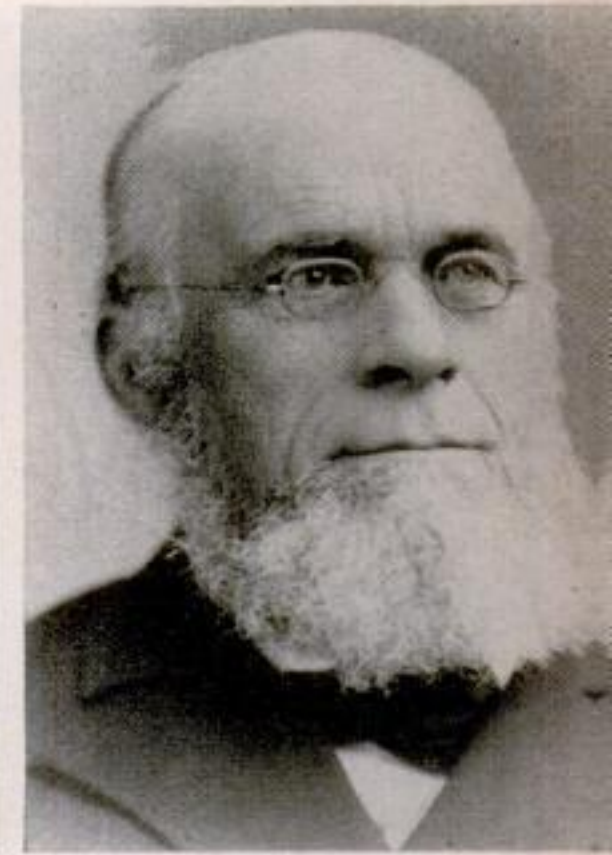
OLD FISHERMAN



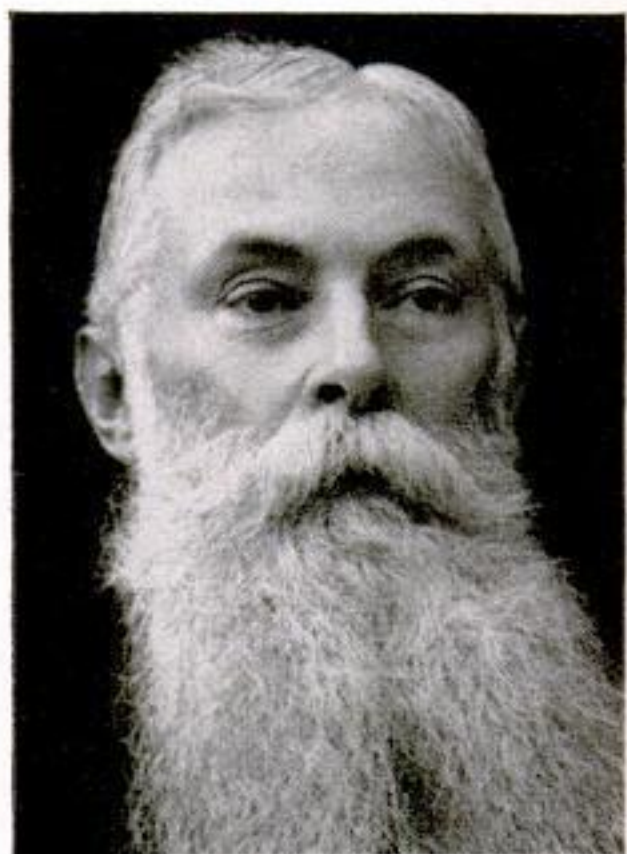
NAPOLEON III IMPERIAL



UNCONNECTED SIDEBURNS



OOM PAUL KRUGER BEARD



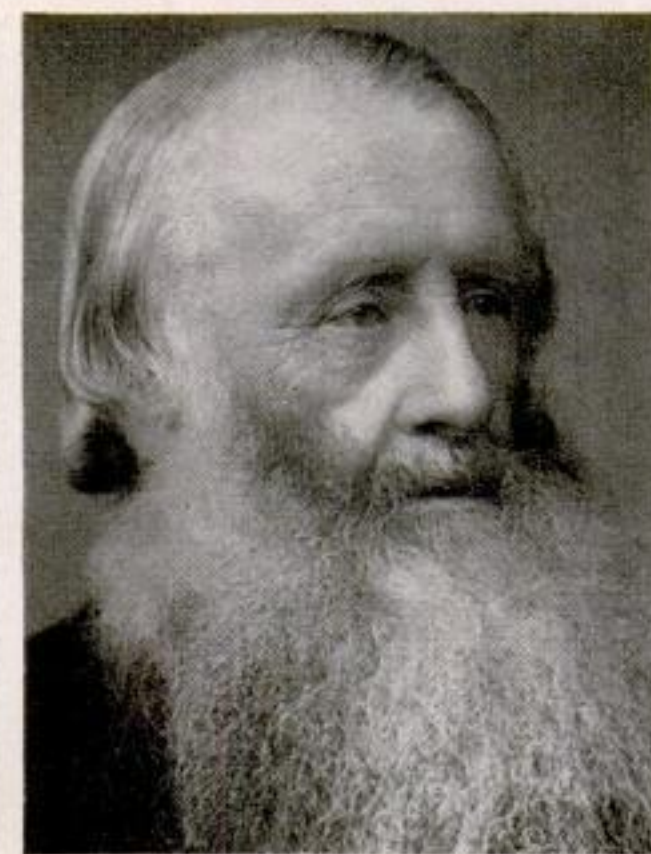
DOUBLE SPITZBART



THE EN CARRE



THE CHIN-CURTAIN



THE MOSES BEARD



THE WALRUS MUSTACHE



MUTTON CHOPS



REGULATION BURNSIDES



SHORT FULL BEARD



FULL BEARD



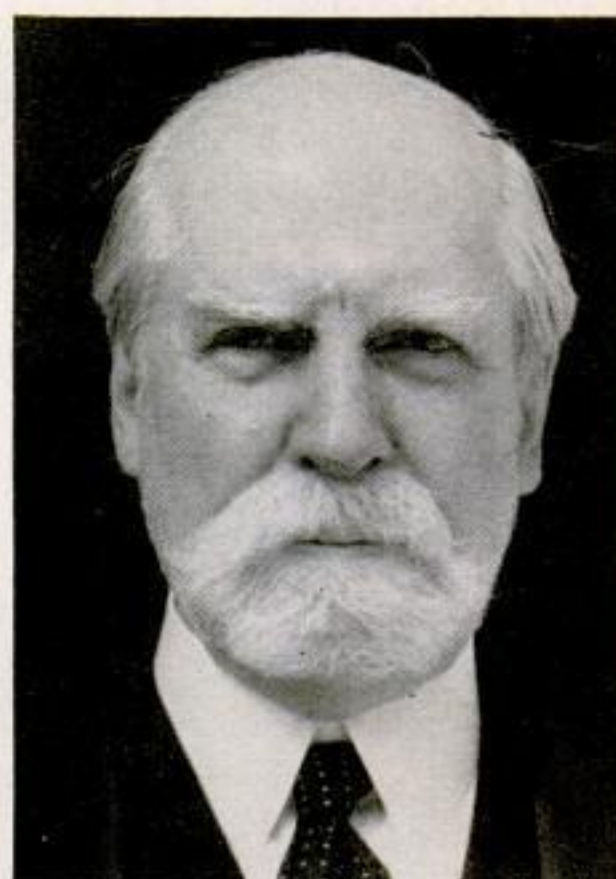
FRANZ JOSEF



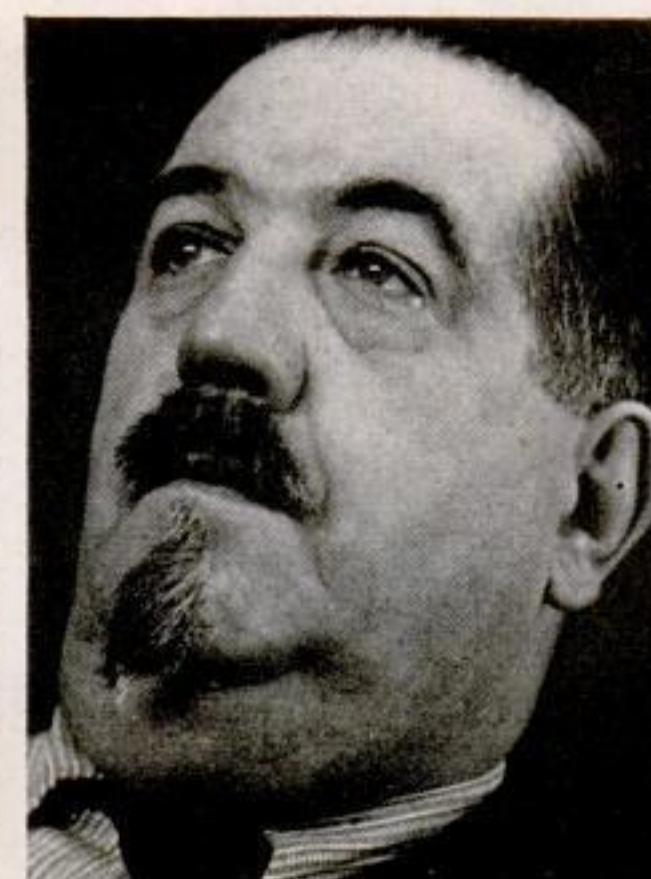
"Strip-teaser" mustache (quite rare) is worn by this United Air Lines pilot.



William Plankinton, New York socialite, has taken up a round beard.



Best-kept beard in U. S. is Chief Justice Hughes's short full beard.



Léon Jouhaux, French labor leader, wears a fine *mouche* and mustache.



Balbo beard is in vogue with Italian Fascists, copying the Marshall

... THESE ARE "BEAVERS"



LATE SENATOR LEWIS

The day is past when New York had a mustache-curling salon, and an East Side fish-peddler killed himself in despair after a rival had ripped his extravagantly long mustache out by the roots. Today few Americans would die for their whiskers. Yet America owes much of its existence to bearded explorers like Cabot and De Soto, and in the Golden Age of U. S. whiskers—

from late 1850's to 1900—the masculine face, as the pictures shown here attest, was an impressive, dignified sight.

The Puritans substituted clean-shaven cheeks for flowing beards. Not one of the Constitution signers was even mustachioed. But in the War of 1812 sideburns appeared. Just before the Civil War the U. S. went hairy on a national scale. Lincoln, Grant, Hayes, Garfield, Arthur, Harrison had hair on their faces. Cleveland, Roosevelt, Taft had mustaches. But after them smooth faces reigned.

Whim seems to have dictated this change in taste. As Lewis Gannett's chart shows (below), beards were most popular with Harvard seniors in the 1850's, by 1900 ceased to exist. Mustaches, worn by 59% of class of 1880, lost favor in the 1890's. Among last year's 840 seniors, there were only eight mustaches, and with the recent death of Senator James Hamilton Lewis (inset) Congress lost its classiest beard.

"The beard will come back some day," says Charles De Zemler, New York barbering authority, "because it is a natural and manly ornament to the face." Yet today only ten out of every 100 U. S. men wear hair on their faces.

With the current resurgence of interest in America's pioneer past, San Franciscans grew beards to evoke frontier days at the Golden Gate Exposition opening, and for the world premiere of Paramount's *Union Pacific* in Omaha whiskers have sprouted. Some Omahans like them so well they may keep them.



AN AVALANCHE OF HAIR COVERED THE FACE OF THIS WESTERN PIONEER

1852 1860 1870 1880 1890 1900 1910 1920 1930 1938

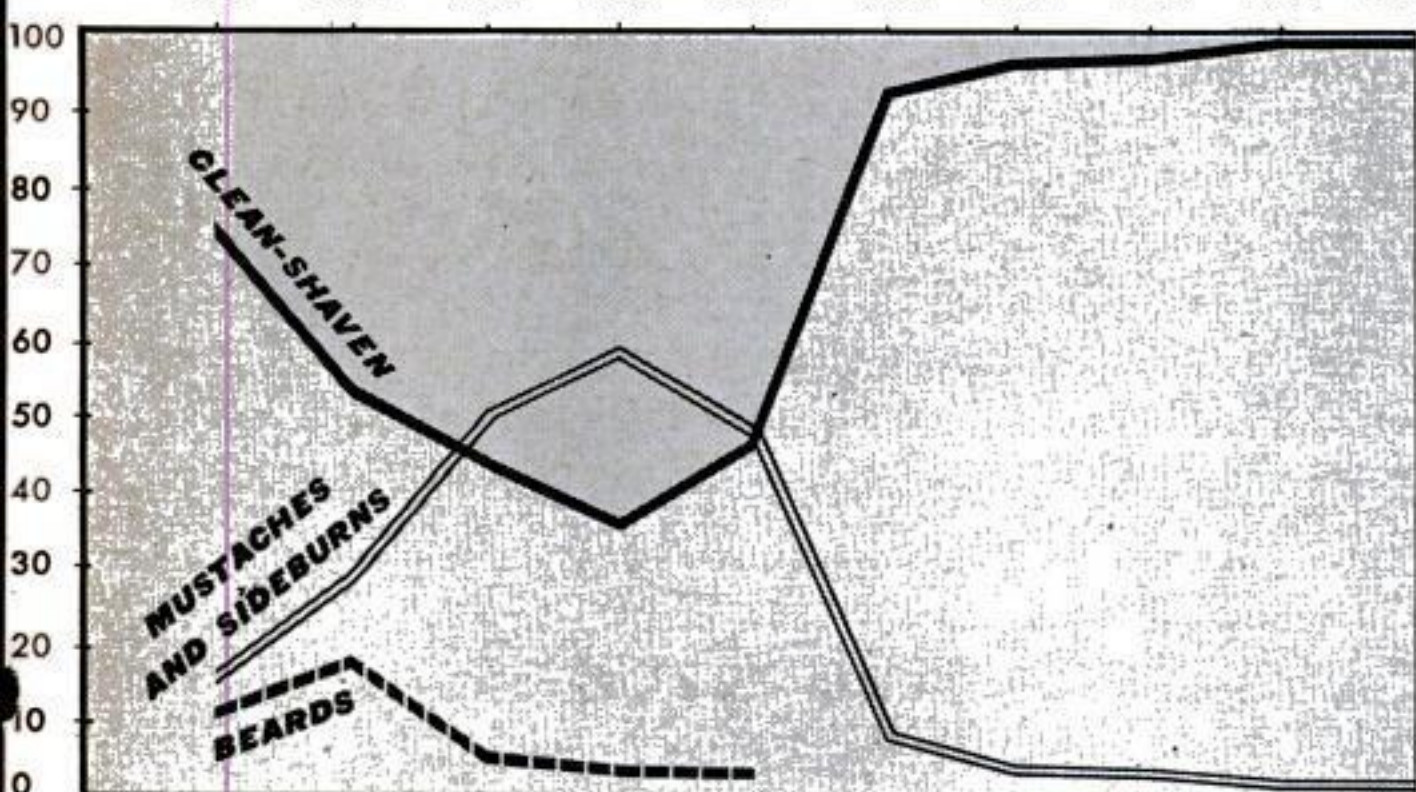
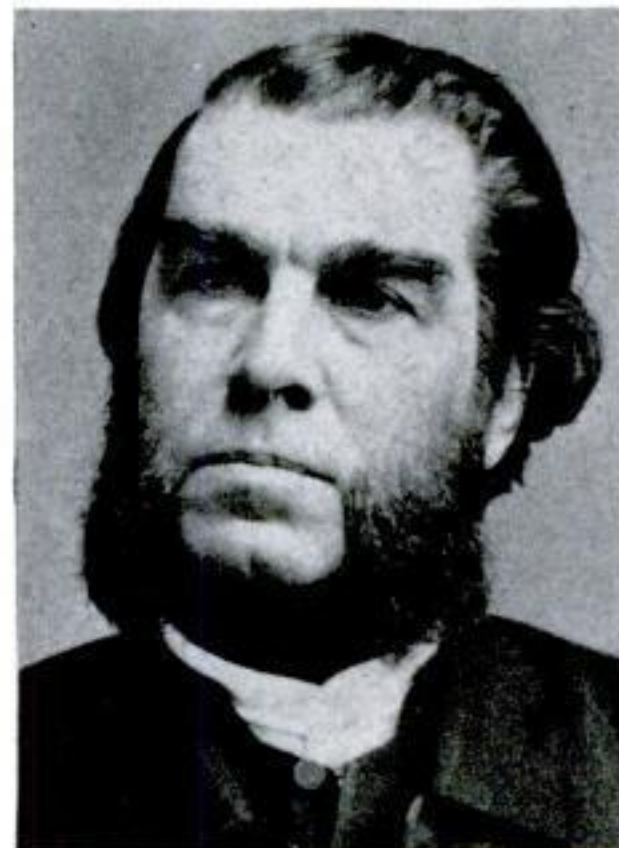


CHART SHOWS RISE AND FALL OF WHISKERS AT HARVARD IN PERCENTAGES



KAISER WILHELM MUSTACHE



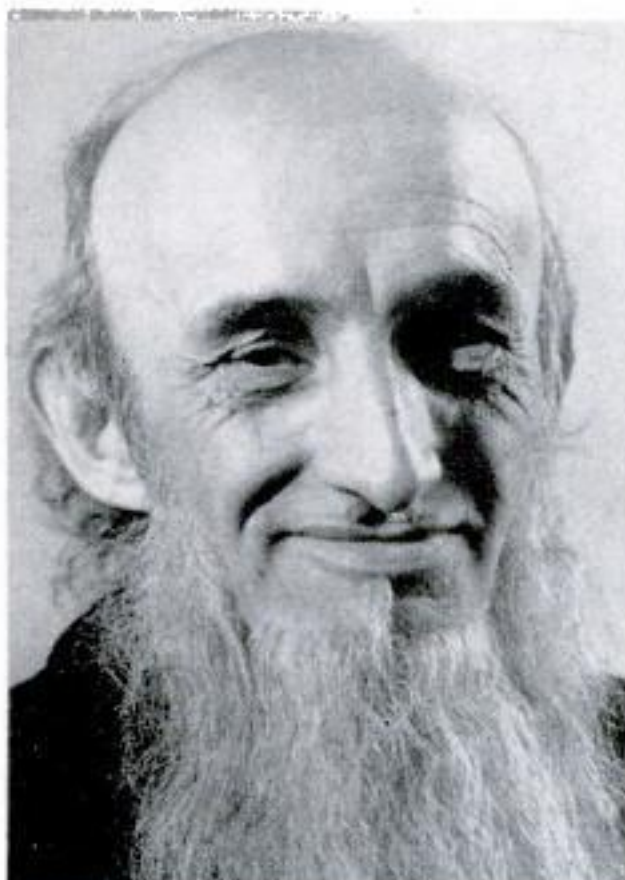
OLD DUTCH BEARD



CURLY BURNSIDES



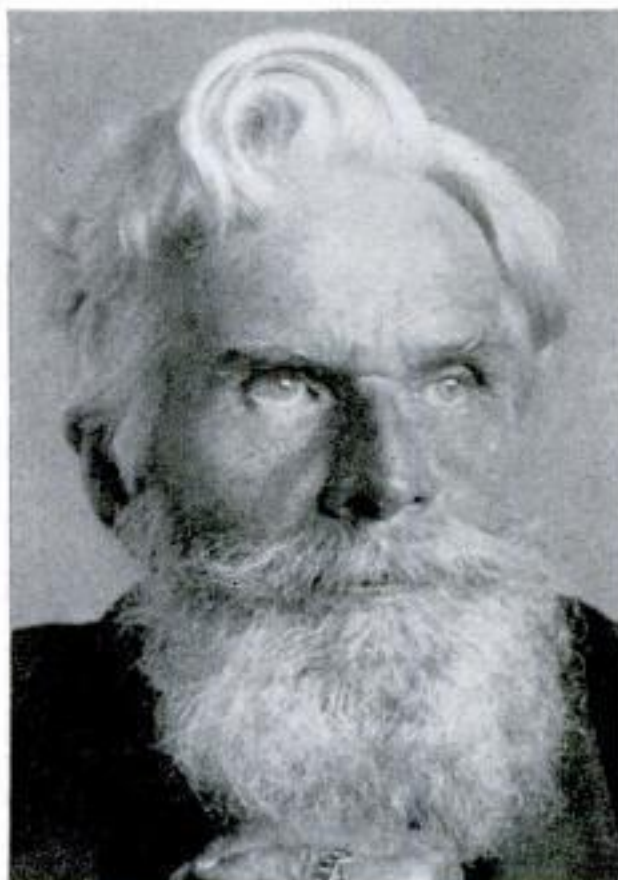
A short beard and a tiny mouche adorn the face of Prince Feisal.



Cantor beard is worn by John Carlton, inventor of the "Peace Ray."



"La mouche" is worn by Lambros Callimahos, Greek-American flutist.



Havelock Ellis gains in dignity from large, handsome full beard.



Waxed mustache, Van Dyck beard were worn by late S. S. Van Dine.

When doting males wince —



S-h-h-h...
she has "GAP-OSIS"



A PRETTY thing she is. Dances well . . . wears cute clothes . . . manages to look beguiling in the latest hair-do. But the current apple of her eye is upset.

Is it a gap in her character? No! It's a gap in her waistline . . . "gap-osis."

Talon slide fasteners change all that. They're flat, smooth and slim-making. They close and open like a charm . . . come through cleaning, laundering and

pressing unscathed. And, of course, they end all placket repair problems.

Insist on a Talon placket fastener in every new dress or skirt you buy.

End "gap-osis" when you re-model, too Why not make your last year's clothes as up-to-date as your new ones? Just sew a neat, convenient Talon fastener in the placket. So easy to do...so easy to find, too, at notion counters.

TALON, INC., MEADVILLE, PA.

TALON PLACKET FASTENER

REG. U.S. PAT. OFF.

MADE BY TALON, Inc.



"TAKE A SECOND LOOK" WHEN YOU BUY A DRESS OR SKIRT

Perhaps it never occurred to you to look for the brand name on a little thing like a slide fastener. Yet nothing could be more important. For the quality of the fastener determines the usefulness of the article on which it is used. Today—with a number of unreliable slide fasteners on the market—there's one way to be sure of getting a fastener that's practical for placket use. That is to "take a second look" for the name "TALON."

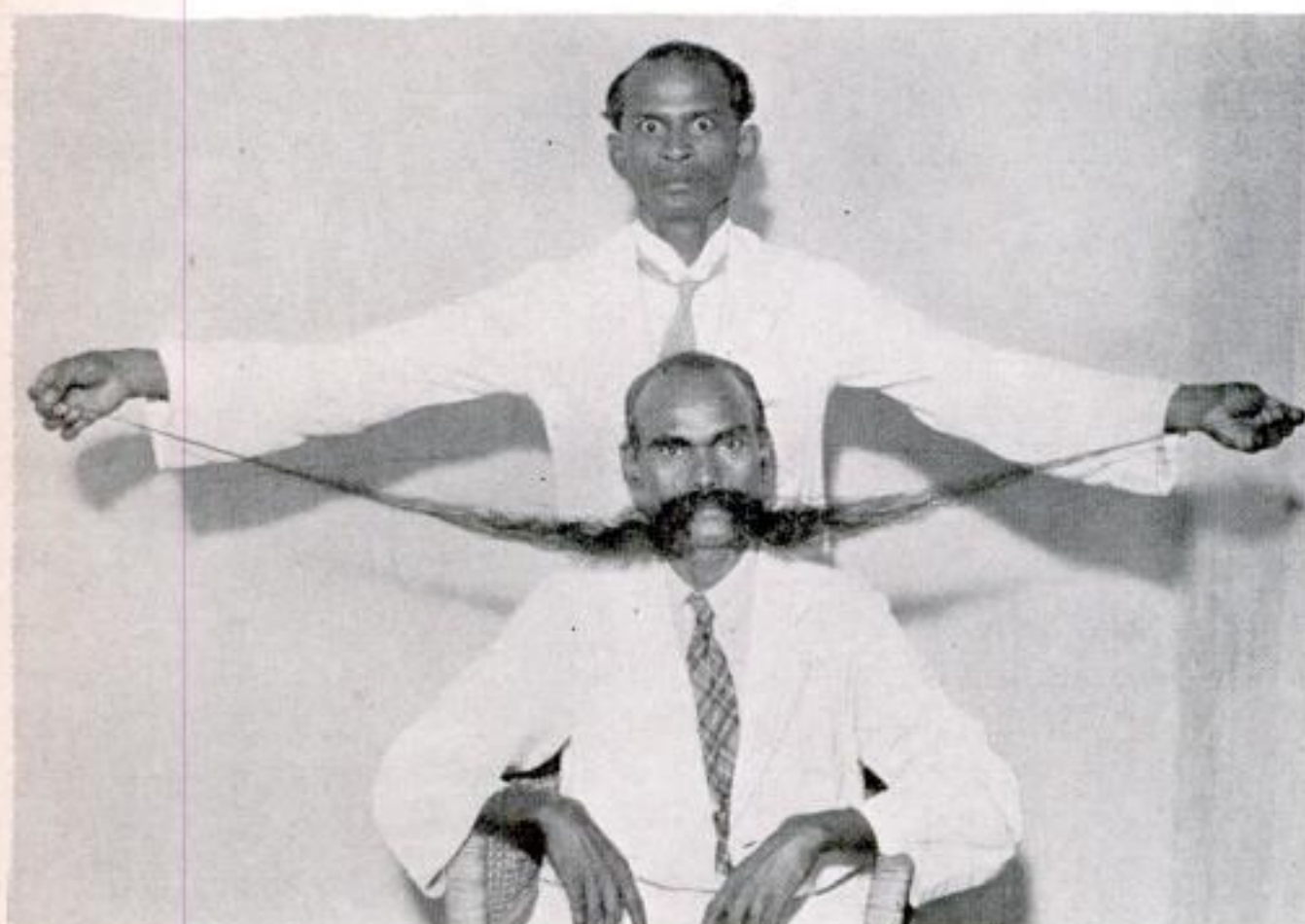
BE SURE THE NAME "TALON" IS ON THE SLIDE FASTENER!

SPEAKING OF PICTURES

(continued)



Self-styled "Whisker King of Universe" is Hans Longseth (right) with a beard 17 ft. long. Self-styled "Whisker Prince" is Zach Wilcox (left) with an 11-ft. beard.

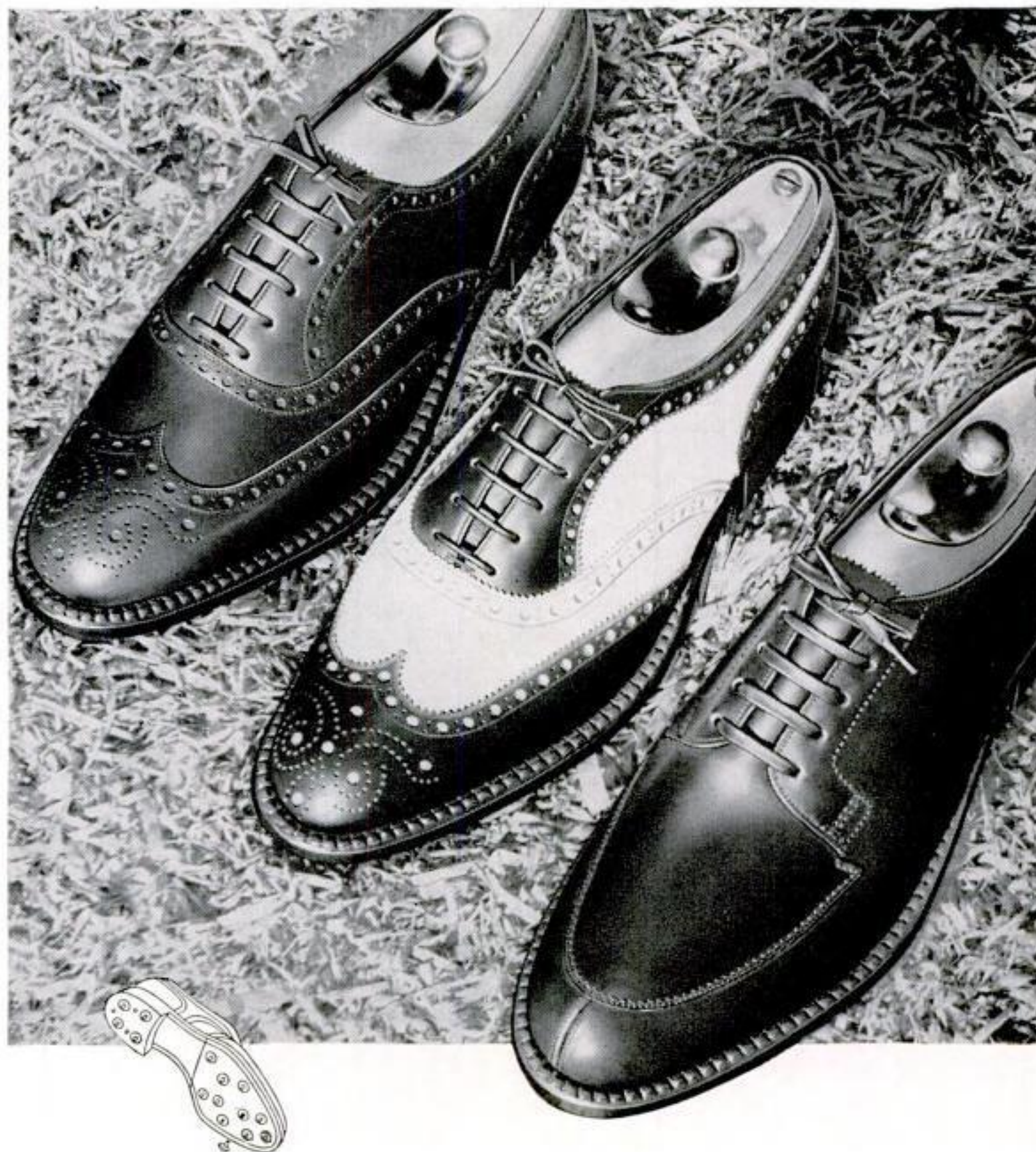


"The most magnificent mustache in the world" is the claim of this Singapore Indian, whose helper seems popeyed at the sight of a mustache which stretches 5 ft.



The longest beard in Japan and one of the longest in the world was proudly exhibited by Naojiro Kato, 72, at a 1936 championship beard contest. It is 6½ ft. long.

ACTUALLY DESIGNED AND APPROVED BY A GROUP
OF THE WORLD'S GREATEST GOLFERS!



Satisfactory as a Seventy!

FLORSHEIM GOLF SHOES

If anyone should know what constitutes a fine golf shoe, it's the men who play the game day after day. That's why Florsheim designers went to a committee of the country's top-notch golfers and asked them to describe the perfect golf shoe. The result turned out to be just what the experts ordered. Built over special lasts designed for walking comfort; of leathers seasoned to stand the toughest going; balanced like the shaft of a champion's driver; equipped with removable calks . . . it's no wonder that Florsheim golf shoes are the first choice of both professionals and amateurs the country over. *Styles illustrated above, The EXMORE, S-802; The EXMORE, S-800; The EXMORE, S-803.*

Florsheim Golf Shoes, \$12

Most Regular Florsheim Styles \$8.75

THE
Florsheim
SHOE

The Florsheim Shoe Company · Manufacturers · Chicago
Makers of Fine Shoes for Men and Women

TYPICAL BRIDES OF 1939 MARRY FOR LIFE—

The number of starry-eyed brides saying "I do" has steadily increased during the last six years. Most of them must run homes on as little as \$1,500 to \$2,400 a year. A lucky few marry men making \$10,000 or over. The others fall somewhere in between.

But these modern young couples begin their nest-feathering with a canny preference for well-designed, *permanent* possessions. By every indication, the typical bride of 1939 is marrying for keeps.

International Silver Company, makers of renowned International Sterling, report that brides in all walks of life are asking down-to-earth questions about sterling silver:

What is the best guide to buying sterling? What patterns are smartest this year? What pieces are essential to modest entertaining? Can you buy sterling out of income? . . . For brides and families of brides, here are some answers.



\$2400-a-year brides, jewelers say, cut corners to buy solid silver. They justify its purchase through its life-long service and greater beauty—rely on an old name like International Sterling to make sure of correctness of pattern, enduring quality. For these thrifty home-makers, International Sterling offers a lenient Budget Plan.



Nothing but sterling for this debutante bride! Decorators who "do" homes for prosperous newlyweds applaud International Sterling for its authentic period and modern designs—its heirloom standards of craftsmanship. Appealing even to some upper-bracket fathers is International's plan for buying sterling flatware and hollowware out of income.



When the \$4,000 bride starts housekeeping, she must entertain the boss and his wife—not to mention Dick's old friends from Dubuque. Her solution is a small dinner for four or six, her table set correctly with sterling. Greatest boon in her life is International's plan for purchasing individual place settings in sterling flatware. A complete place setting for one person—knife, fork, cream soup spoon, butter spreader, salad fork, tea spoon—can be had in the lovely new Enchantress pattern for \$16.75. Prices on the other handsome patterns shown below vary slightly.

INTERNATIONAL STERLING



Prelude. Triumphant new pattern—in the romantic mood of 1939.



1810. A traditional pattern, for those who cherish the past.



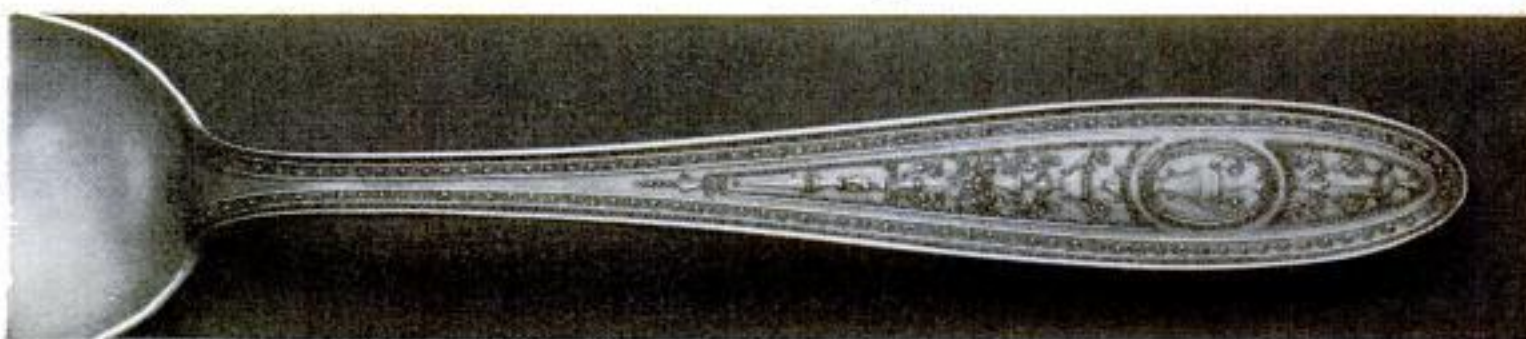
Enchantress. Superbly proclaiming the skill of International's gifted craftsmen.



Empress. An authentic modern, which reinterprets the classic shell motif.



Courtship. Graceful and feminine—with fine detail and exquisite proportions.



Wedgwood. A delicately wrought design, borrowed from Georgian England.

TUNE IN EVERY SUNDAY—Leading dramatic stars of the stage and screen in "THE SILVER THEATER." 6 P.M., E.S.T.; 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T. Coast-to-coast Columbia network.

LIFE

April 24, 1939

Vol. 6, No. 17

REG. U. S. PAT. OFF.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1939 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

The Governor of Missouri Helps Indict the Boss of Kansas City	15
LIFE on the Newsfronts of the World	20
Marian Anderson Sings to Washington	21
Across the Gloomy Checkerboard of Europe, Its Leaders Work at War and Play at Peace	22
The Nation's Columnists Divide in Great Debate on War & Peace	24
Bergdoll, No. 1 World War Slacker, Decides to Return Home	26
The New York World's Fair Rehearses Night Lighting	28
The Cabled Photo Is Perfected	30

THE PHOTOGRAPHIC ESSAY

Three Families: How an Englishman, German and Frenchman Live	73
--	----

HISTORY

A Map Lesson in the Rise and Decline of Europe's Empires	84
--	----

SCIENCE

World's Largest Exhibit of Fossil Reptiles Opens in New York	59
--	----

ART

The Evolution of Thomas Hart Benton	70
---	----

NATURAL HISTORY

The Robins Come	44
---------------------------	----

SPORTS

Schoolgirls Tumble to Fame on California Tour	47
---	----

MOVIE

"Dark Victory"	31
... and a Budget on Its Cost	34

THEATER

Katharine Hepburn in Frilly Clothes Triumphs in New Play	39
--	----

MODERN LIVING

Doll's Eyes, Seeds, Dice Now Hang on Girls' Necks	67
---	----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Beards	8
People	86
LIFE Goes to a Sugaring-Off Party	92
Pictures to the Editors	98

The cover and entire contents of LIFE are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission.



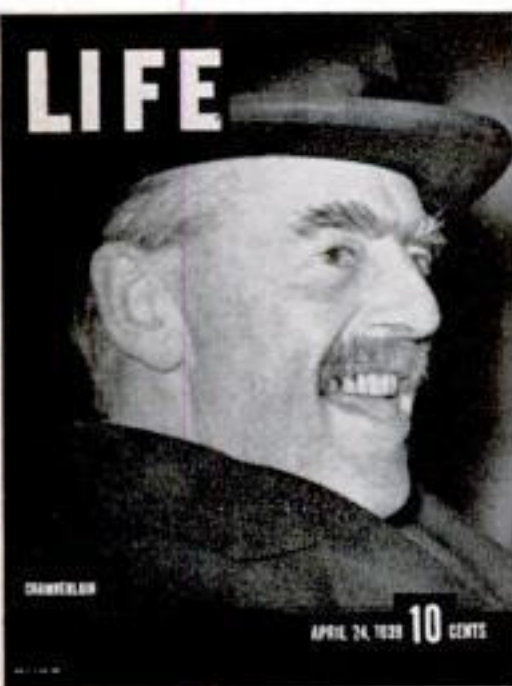
*I'm "Savoy." I'm fashioned with care,
I impart quite an air debonair.
I'm proud of my grade—
I'm U. S. A. made.
Be Wiser—Buy Kayser for flair!*

FASHION DEMANDS flair this Easter! And you'll have it with Kayser Savoy Gloves! Flaunt the smart stitching, enjoy the close-knit softness, and revel in the luscious new colors! Wash them incessantly—for they're Kay-Knot* rayon, and will hold their shape beautifully. Style 515, illustrated, \$1.00 a pair. Buy American!

BE WISER...BUY
KAYSER

AMERICAN MADE AND SOLD THE WORLD OVER

*Trade Mark



LIFE'S COVER. The 70-year-old Prime Minister of Great Britain, Neville Chamberlain, was unquestionably the Man of the Week. Singlehanded, he had launched Britain on the perilous game of lining up enough nations to stalemate the dictatorships. Ruefully he admitted, "It is difficult and delicate to throw all the cards on the table before the game is complete," but his cards looked good. The best clue to whether he thinks there will be war before July is whether he cancels the King of England's trip to Canada and the U. S. next month.

EDITOR: Henry R. Luce

MANAGING EDITOR: John Shaw Billings

ASSOCIATE EDITORS: Daniel Longwell, Wilson Hicks

PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Bernard Hoffman, Thomas D. McAvoy, Hansel Mieth, Carl M. Mydans, John Phillips, Peter Stackpole, William Vandivert

ASSISTANT EDITORS: Hubert Kay, David Cort, Paul Peters, Joseph J. Thorndike Jr., Joseph Kastner, Andrew Heiskell, Lincoln Barnett, Maria Sermolino.

EDITORIAL ASSOCIATES: Rachel Albertson, Margaret Bassett, Ruth Berrien, Judith Chase, John W. Field, Mary Fraser, Frank Hall Fraysur, Dorothy Hoover, Sally Kenniston, Alexander King, Dorothy Jane Larson, Mary MacFarquhar, Peter Piening, Helen Robinson, Roxane Ruhl, Bernice Shrifte, Edward K. Thompson, Charles Tudor, Margaret Varga

PUBLISHER: Roy E. Larsen

Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois

EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York

SUBSCRIPTION RATES: One year in the U.S.A., U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$6.00; elsewhere \$10.00. Single copies in the U.S.A. and Canada, 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

DRIVE IT...and You'll Know Why Chevrolet Is the Leader!

Do you want to know why Chevrolet is the leader? Then, come take the wheel of Chevrolet for 1939, and *drive home the truth!* The most thrilling, exciting, satisfying truth of this whole motor year!

That truth, put in one quick sentence, is that Chevrolet *out-accelerates, out-climbs and out-performs* all other cars in its price range—bar none!

Drive it in traffic; step it up from five to twenty-five miles an hour as the parade gets under way; and you'll know that *Chevrolet is first in acceleration!*

Drive it on the hills; pick the steepest grade you can find for a real test of power; and you'll know that Chevrolet is *first in hill-climbing too!*

It's today's performance leader—the *liveliest of all low-priced cars*, and an exceptionally *safe* car for that very reason—as you will quickly discover when you accept this invitation to drive it!

See your nearest Chevrolet dealer today and take the ride that will show you why Chevrolet is the leader.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN
General Motors Instalment Plan—convenient, economical monthly payments

*It's the LIVELIEST
of all low-priced cars!*

No other car
combines all these famous features:

EXCLUSIVE VACUUM GEARSHIFT
NEW AERO-STREAM STYLING, NEW BODIES
BY FISHER
NEW LONGER RIDING-BASE
85-HORSEPOWER VALVE-IN-HEAD SIX
PERFECTED HYDRAULIC BRAKES
NEW "OBSERVATION CAR" VISIBILITY
PERFECTED KNEE-ACTION RIDING SYSTEM
with Improved Shockproof Steering
(Available on Master De Luxe models only)
TIPTOE-MATIC CLUTCH

A GENERAL MOTORS VALUE



CHEVROLET

The only low-priced car combining "ALL THAT'S BEST AT LOWEST COST!"

LIFE

Vol. 6, No. 17

April 24, 1939

THE GOVERNOR OF MISSOURI HELPS INDICT THE BOSS OF KANSAS CITY AND BECOMES A PRESIDENTIAL POSSIBILITY

A few months ago, Governor Lloyd C. Stark of Missouri gave President Roosevelt the tip that Tom Pendergast, boss of Kansas City, had failed to report a huge amount of his 1935 and 1936 income. The President told the Treasury and the Attorney General.

On April 7, a Kansas City Federal Grand Jury indicted Tom Pendergast for trying to cheat the U. S. of the tax on \$315,000. It was allegedly paid him by insurance companies after Missouri's Superintendent of Insurance had approved a rate-rise compromise. The insurance commissioner was a Pendergast man.

Tom Pendergast is a Democrat, a Roosevelt sup-

porter and the most powerful political boss west of the Mississippi. Locally, his indictment presaged the crumbling of his machine. Nationally, it took on greater importance. It was clearly a New Deal effort to dim some of Republican Tom Dewey's crusading glory by destroying a political boss even more powerful than New York's Jimmy Hines. It seemed, moreover, an effort on the President's part to build up a 1940 Democratic presidential candidate. For the major result of Pendergast's indictment was to catapult honest, efficient Lloyd Stark, an apple grower, right into the presidential ring.

Lloyd Stark was supported by Pendergast in 1936. After his election, he turned on his machine backer, refused him patronage, licked him in a judiciary election. He called Kansas City a "stench in the nostrils of decent citizens." He was plainly heading himself for a job in the U. S. Senate.

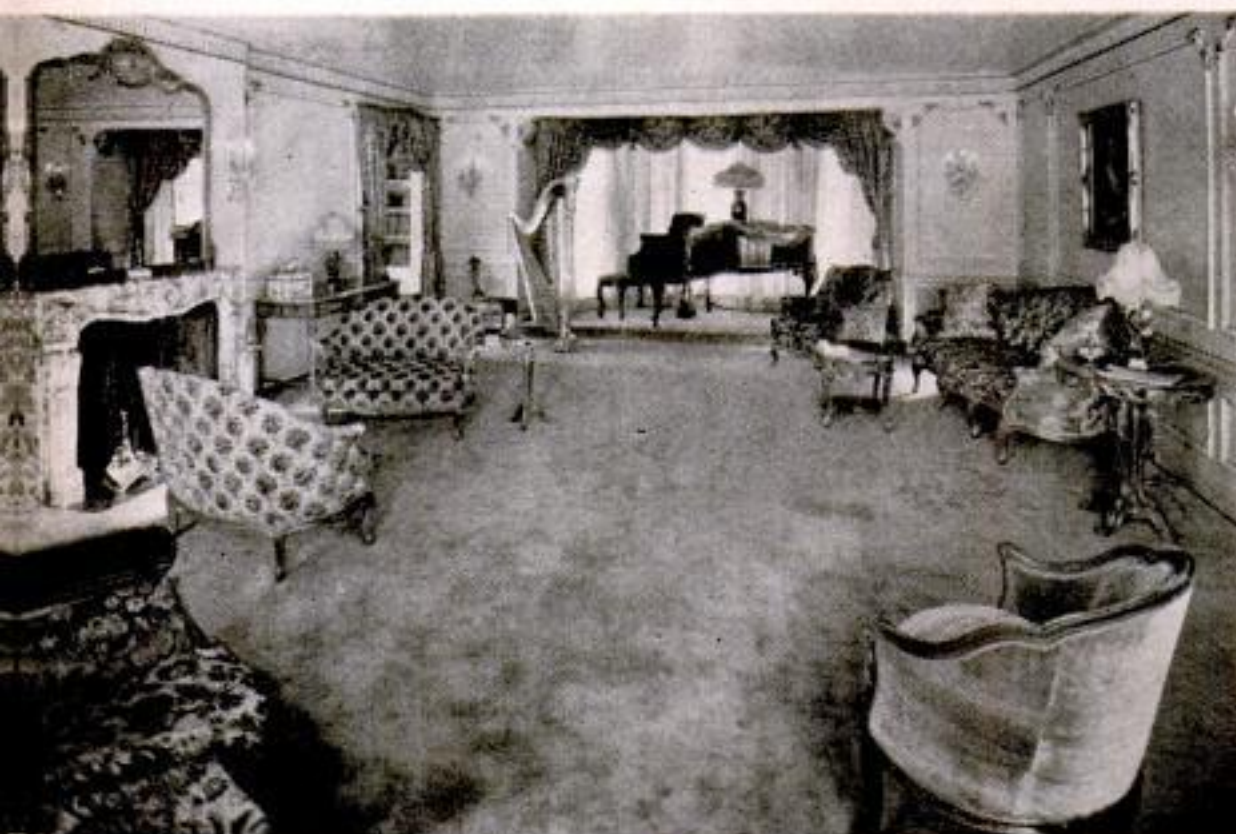
It is not new in American politics for a governor to turn on the machine which helped elect him. Theodore Roosevelt did it in 1899. Woodrow Wilson did it in 1910. Franklin D. Roosevelt did it in 1932. All three became President. Lloyd Stark of Missouri quite definitely would like to be President.



GOVERNOR STARK IN HIS CAPITOL OFFICE: MURALS HONOR MARK TWAIN AND THE FOUNDER OF THE KINDERGARTEN



TOM PENDERGAST LIVES IN THIS \$150,000 MANSION



PENDERGAST IS A HOMEBODY. THIS IS HIS LIVING ROOM



CITY CONTRACTORS BUY PENDERGAST READY-MIXED CONCRETE



ABOVE: PENDERGAST LIQUOR; BELOW: HIS HEADQUARTERS



TOM PENDERGAST'S MACHINE HAS ALREADY BEGUN TO BREAK DOWN

Tom Pendergast ran Kansas City on a reasonable basis. His machine and the underworld had an operating tie-up. The underworld did not prey on honest citizens and the machine did not unduly burden them with taxes.

But after Lloyd Stark's election to the governorship, less patronage came to the machine. Last year, Pendergast followers were jailed for election frauds. This year gambling places have been shut down (LIFE, Feb. 6), an alcohol and narcotics ring rooted up. The machine was failing on two major fronts: 1) keeping the boys in jobs and 2) keeping them out of trouble.



Pendergast and Stark met in 1932 at funeral of the Boss's gubernatorial candidate. Stark was refused nomination.



The Law moved in on Kansas City April 4 when Attorney General Frank Murphy (left) and J. Edgar Hoover (right)

arrived to confer with District Attorney Milligan (center) who, three days later, obtained Pendergast's indictment.



Under arrest, Pendergast signed a bond and was released on \$10,000 bail until his hearing on April 24. He gave his

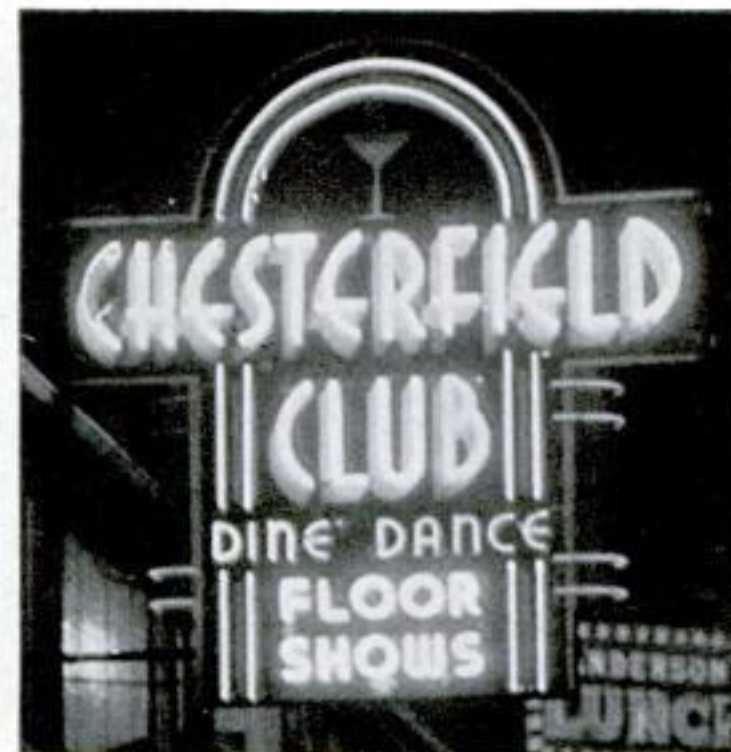
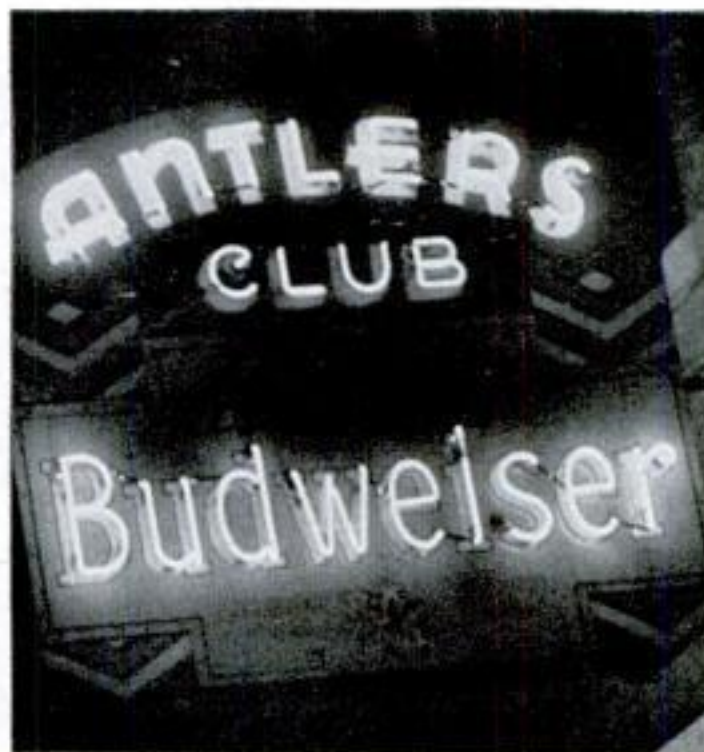
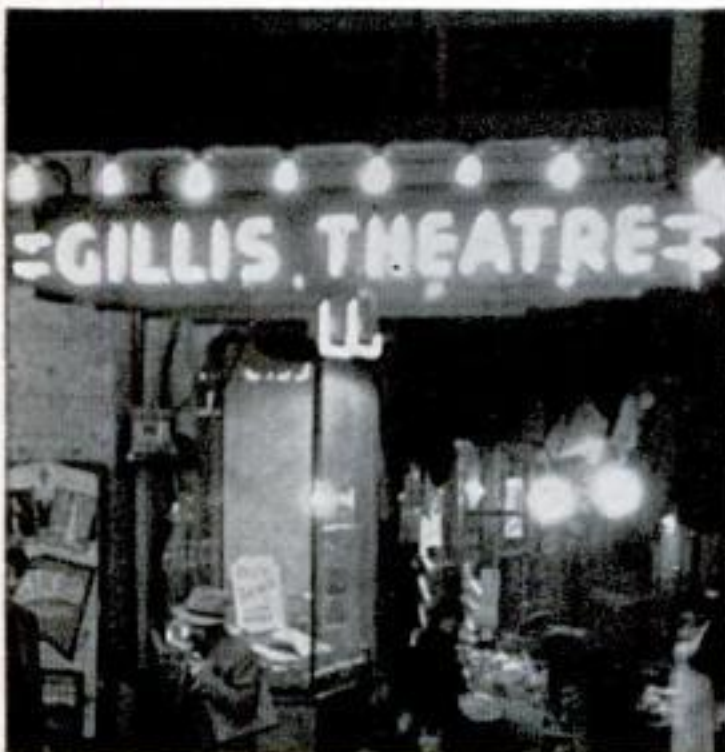
age as 66. It was Good Friday. He snarled: "They persecuted Christ on Good Friday and nailed Him to the cross."



Boss Pendergast's city has a population of 400,000. Its great Union Station (*above, foreground*) is the third largest

in the country. Beyond station lies the business district. A city council and city manager run the government. Six

days after Pendergast's indictment, H. F. McElroy, city manager since 1926, resigned under fire as a Pendergast man.



Kansas City's night life, which was fast and loose, has been partially cleaned up in the past few weeks. Gambling in

night clubs has stopped. The Winnie Winkle and Chesterfield (*above*) are shut. But the show at Gillis Theatre is

still "red hot." Four days after Pendergast's indictment, the G-Men smashed Kansas City's powerful narcotics ring.



The best-known residential section of Kansas City is the Country Club district where the upper-middle class lives

in suburban comfort. Tom Pendergast also lives in this section. Theoretically, Kansas City should be a model U. S.

metropolis. Home ownership and literacy are very high; population is 94% native. And yet corruption has been rife.

CONTINUED ON NEXT PAGE

(continued)

"MOLLY" STARK IS POLITICALLY BLESSED



STARK'S MILITARY MEMENTOS

Stark of Missouri has one asset that any politically ambitious man might envy. His great-great-grandfather's first cousin was General John Stark who, at Bennington in 1777, made one of America's immortal military statements: "Boys, we must beat the redcoats or Molly Stark's a widow tonight." The Governor's nickname is "Molly."

Lloyd Stark's great-grandfather planted the apple orchard out of which grew the present nursery business, biggest in U. S. Today every apple grower in the land knows "Stark's Delicious." Lloyd graduated from Annapolis in 1908, served in the Navy for a while, came back to the family business, tripled it in 15 years. He served as artillery major in the Argonne, still keeps his military mementos on his wall (*inset*).

Until he became governor, "Molly" Stark never held or ran for office. His political rise was accomplished by methods now rare in the U. S. He went

about back roads telling people that Missouri needed honest elections and efficient government. In 1936, Tom Pendergast, who would have preferred someone else, admitted that "Ten men spoke for Stark where one spoke for all the other candidates." Pendergast gave the Stark band wagon a big push and jumped on. He came to regret it.

In office, Governor Stark has behaved cautiously and creditably. A mediocre speaker, he is personally very pleasant when he unbends. He has a very engaging wife (his second; by his first, who died, he has two grown sons). A charming hostess, she is a most valuable political asset. Also helpful are his two young daughters, who are shown on the opposite page hopping downstairs in front of Missouri's Governor and First Lady.



The Governor of Missouri is 53, square-shouldered, poker faced, dignified. Bearing and manner are military. He treats some subordinates with military brusqueness.

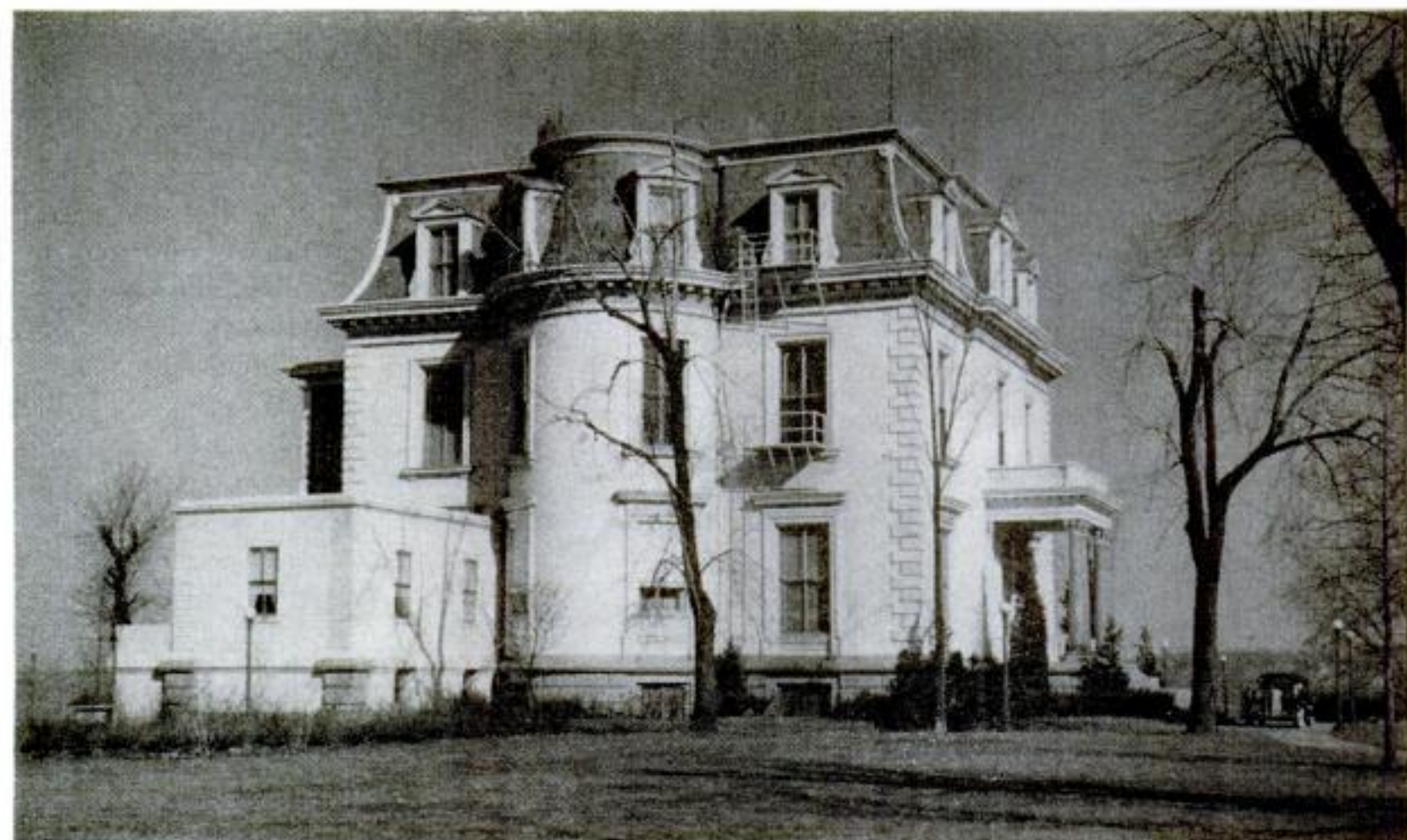


The Governor's home is this many-gabled house in Louisiana, Mo., 90 miles above St. Louis on

the Mississippi. Nearby is Governor's orchard, which functions separately from the nursery.

The executive mansion, a French-Italian affair, stands on a bluff over the Missouri River in Jeffer-

son City, State capital. Governor Stark brought his own nurserymen to dress up the grounds.

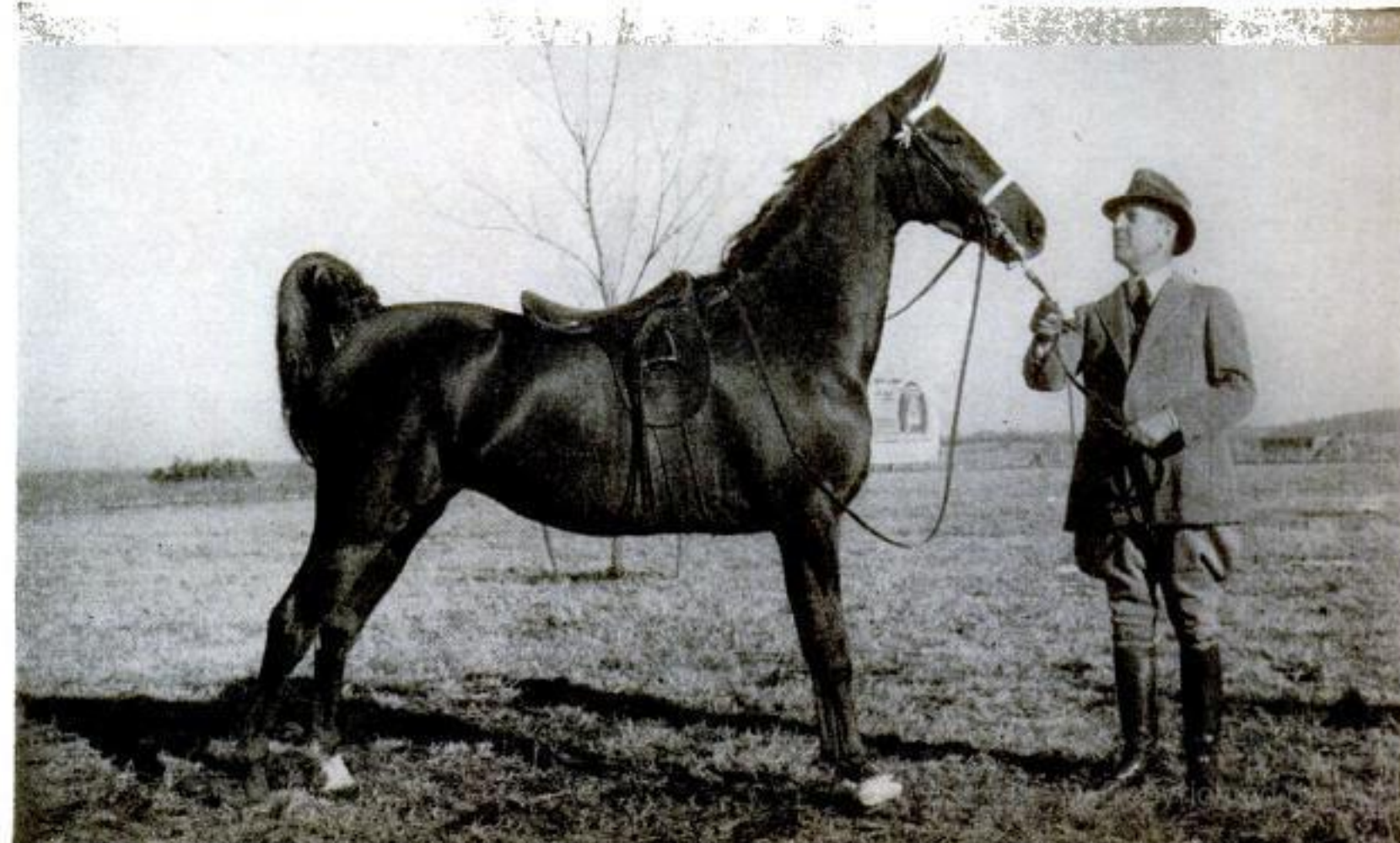


A Stark freight car stands as a trademark on the nursery grounds. Motto: "Stark Trees Bear

Fruit" (note the bear). The nurseries long worked with Luther Burbank, now own and use his notes.

A lover of horses, Governor Stark breeds show winners. Below, he stands with a favorite, Pea-

vine Princess, winner at Ak-Sar-Ben. The Governor does not ride her because she is too skittish.





LIFE ON THE NEWSFRONTS OF THE WORLD

Roosevelt war talk begins and Roosevelt peace call ends a fateful week of power politics

Never had the head men of Europe and America loomed so large and ominous as they did in the fateful week which began on Easter Sunday. For millions of lesser men on both sides of the world, their every move and word were fraught with terror. This week LIFE gives top space to the little men, to Herr Laub of Germany, M. Coullaré of France, Mr. Neve of England (see pp. 73-83). It is they, and perhaps their fellows in America, who will do the fighting if war should result from the desperate game of power politics which their leaders were playing throughout the week. This is the record of that week:

Easter Sunday. In London, Prime Minister Chamberlain cheerfully took his wife for a stroll in Kew Gardens to admire the daffodils and tulips. His Foreign Secretary Halifax warned the Italians to keep out of Corfu, Greek island used as a British base off Albania. . . . A French dragoon rode through a French village shouting "Hitler marches on Paris." For the stampede that followed he was severely disciplined.

In Warm Springs, Ga., the little crowd at the station waited expectantly for the President's usual goodby speech. Standing on the rear platform of his special train, the great leader smiled and waved, then spoke. "I'll be back in the fall," he said, "if we don't have a war." Stunned, the crowd held its breath, waiting for more. But the President turned, took the arm of his military aide and went into the car.



WARM SPRINGS FAREWELL

April 10. In London, Chamberlain announced that any attack on Greece or Rumania would be an "unfriendly act" toward Britain and called Parliament a week ahead of time. Greece's Dictator Metaxas told Greeks, "Our independence and integrity are absolutely assured," but did not mention Britain. . . . The British battleships *Barham* and *Warspite* quit Italian ports for Malta. And the dreadful thought grew in Europe that perhaps Adolf Hitler thought Britain's guarantee of Poland was only a bluff. . . . The phlegmatic Dutch manned their border fortifications.

In New York, Brigadier General Walter A. Delamater, commander of the Eighty-Seventh Infantry Brigade of the New York National Guard, suggested to other unit commanders that on Memorial Day the Guard parade up Fifth Avenue not in its usual dress uniforms but in regulation khaki with steel helmets, packs and fixed bayonets. Major General William N. Haskell approved the suggestion as tending to give the marchers a more uniform and impressive appearance.

April 11. Turkey half-swung into Britain's line by giving Rumania the use of the Dardanelles in case of war. . . . Bulgaria surprisingly dissolved its Nazi Party. . . . And a Polish newspaper announced, "General war is imminent and inevitable. . . ." The British fleet massed at Malta and the French fleet sailed from Toulon on sealed orders.

In Washington, a final Senate vote cutting the Relief deficiency appropriation from \$150,000,000 to \$100,000,000 was overshadowed by President Roosevelt's press conference announcement that an editorial in the *Washington Post* was "very good, very clear, very hon-



MORLEY

est," an exact interpretation of what he meant by saying, "I'll be back if we don't have a war." The editorial (written by the *Post's* Editor Felix Morley, brother of Christopher Morley) declared that by "we" the President had undoubtedly meant Western civilization, that the dictators, "like less exalted bullies," could be stopped only by a show of force. It went on: "In using the collective 'we' the President told Hitler and Mussolini, far more impressively than he told Warm Springs, that the tremendous force of the United States must be a factor in their current thinking. He told the Axis powers that the Administration is far from indifferent to their plottings. He made it plain that a war forced by them would from the outset involve the destinies of a nation which, as they fully realize, is potentially far stronger than Germany and Italy united."

April 12. In Tirana, a hastily-called Assembly of Albanians polished off the Albanian "incident" by conferring the crown of Albania on Italy's King Victor Emmanuel. . . . Armies were massed on the frontiers of Germany, Poland, Rumania, Hungary, Albania, Italy and France, with about 10,000,000 men under arms.

In Los Angeles, Walter Merriell, 17, told his mother that he had dreamed he was fighting in the trenches. "Mother, I'm sick about it," he cried, "I don't want to kill anybody." A few hours later he killed himself.

April 13. In Italy, a lake in Piedmont mysteriously turned red and peasants were sure of approaching war. . . . In Belgium, farmers' spades opened a War grave of Belgian, French and German skeletons. . . . In London, Chamberlain announced to the House of Commons a formal, one-way guarantee to Rumania and Greece against any "threat to their independence." . . . From Berlin, German troops were ordered massed opposite Poland's Gdynia, Pomorze and Silesia, and the German pocket-battleships *Deutschland*, Admiral Scheer and Admiral Graf Spee and six destroyers were dispatched to Spanish waters for "maneuvers."

In the U. S. Senate, Walter F. George of Georgia uprose to rebuke the President for his ominous Warm Springs farewell, promised:

"I will cast my vote against any participation in any war except on our own soil; and I believe this Congress will do the same thing." . . .

In Washington, Mrs. Louise Leonard Wright of Chicago appeared before the Senate Foreign Relations Committee as spokesman for the General Federation of Women's Clubs, Young Women's Christian Association and four other national women's organizations. Pleading on their behalf that the Neutrality Act be amended to let America take sides against foreign aggressors, she cried: "Why be neutral in the face of a crime?"



MRS. WRIGHT

est," an exact interpretation of what he meant by saying, "I'll be back if we don't have a war." The editorial (written by the *Post's* Editor Felix Morley, brother of Christopher Morley) declared that by "we" the President had undoubtedly meant Western civilization, that the dictators, "like less exalted bullies," could be stopped only by a show of force. It went on: "In using the collective 'we' the President told Hitler and Mussolini, far more impressively than he told Warm Springs, that the tremendous force of the United States must be a factor in their current thinking. He told the Axis powers that the Administration is far from indifferent to their plottings. He made it plain that a war forced by them would from the outset involve the destinies of a nation which, as they fully realize, is potentially far stronger than Germany and Italy united."

April 14. Rumania and Poland agreed to fight together under the command of Poland's General Edward Smigly-Rydz, thus carrying Britain's "encirclement plan" one step farther. . . . Nothing whatsoever was heard from Yugoslavia, immobile in the jaws of the Rome-Berlin axis. . . . From



SMIGLY-RYDZ

Burgos it was announced that Italian troops would not quit Spain until after Generalissimo Franco's parade into Madrid sometime next month. . . . Around world it appeared that Japan might be massing troops on Soviet Russia's eastern frontier, as China's armies suddenly began winning amazing victories against depleted Japanese garrisons.

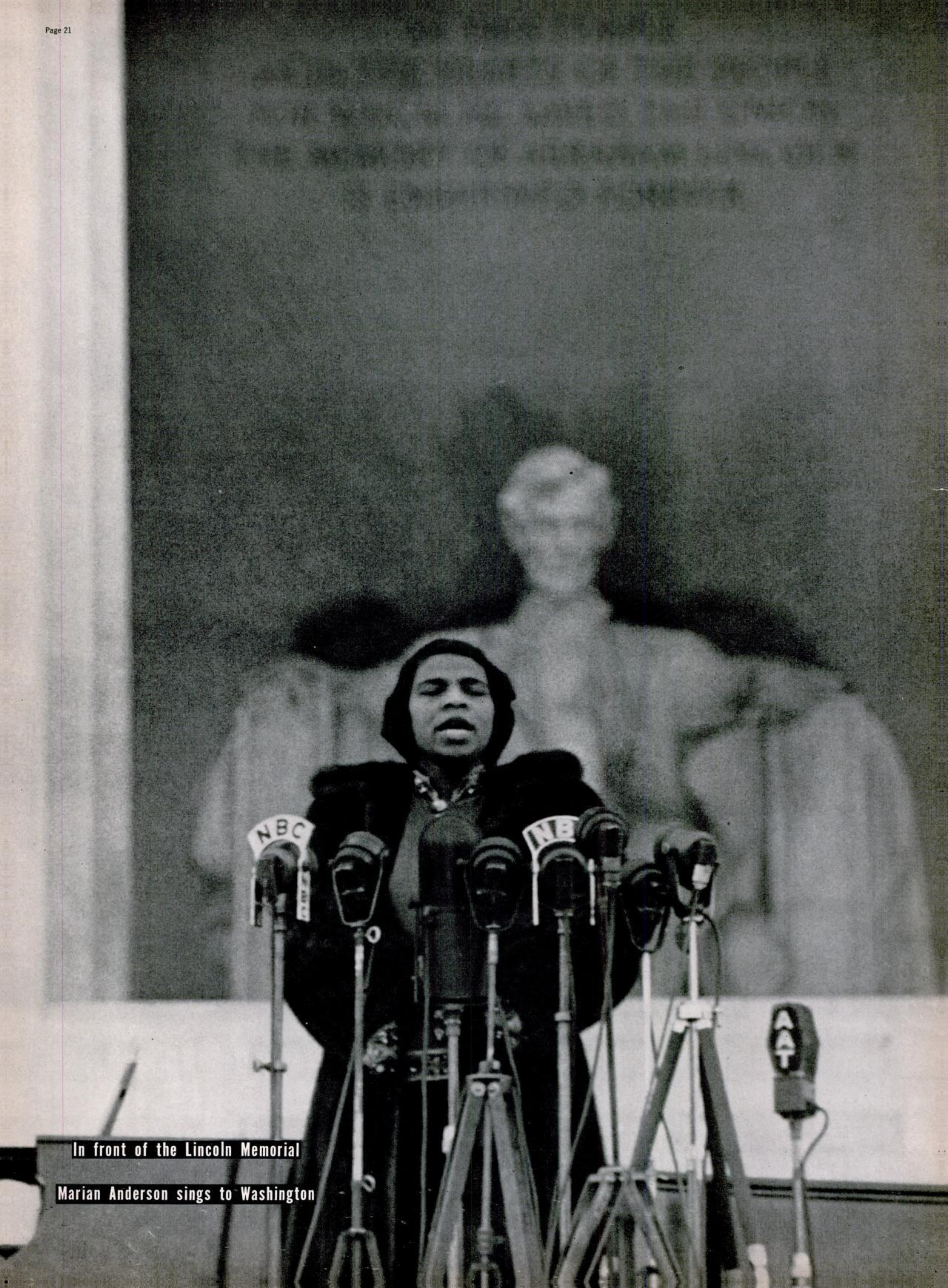
In Washington, speaking to Latin-American diplomats assembled for Pan-American Day, and to the world by short-wave radio, President Roosevelt hurled defiance at the Dictators, promising to "match force to force" if any attempt were made against the Western Hemisphere. He also, in what could be interpreted as an appeal to dictator-ridden peoples to revolt, expressed "hope that our sister nations beyond the seas will break the bonds which constrain them toward perpetual warfare." The British and French press rejoiced, the German and Italian foamed with rage.

April 15. An "unidentified" submarine was spied off the coast of Nova Scotia by a fisherman. . . . Hitler came down off his mountain top and rushed to Munich to be within three-minute telephone reach of Mussolini. Mussolini's mouthpiece, Virginio Gayda wrote, "Europe is at an acute, even explosive, stage." And Europe's two big questions at week's end were: what will Soviet Russia and Turkey do for the second line of defense in the Peace or "Umbrella" Front?

In Washington, President Roosevelt addressed direct to Adolf Hitler and Benito Mussolini messages requesting that they promise to engage in no further aggressions for at least ten years, that they join other powers including America at a world conference on disarmament and the equalizing of opportunities for all nations in international trade. Within two hours the President followed up this plea by ordering America's first countermove to the European movements of troops and fleets. The U. S. Fleet, whose traditional job has been to watch the Japanese while the British Fleet guarded Europe, has been in the Atlantic since January. Commander in Chief Roosevelt ordered it to cancel its scheduled visit to the New York World's Fair, return at once to the Pacific.

PICTURE OF THE WEEK

In February, the Daughters of the American Revolution refused to let the great Negro contralto, Marian Anderson, sing in its Constitution Hall. For that refusal Eleanor Roosevelt promptly quit the D.A.R., helped Secretary Ickes arrange an outdoor concert. Standing symbolically in front of Daniel Chester French's brooding statue of Abraham Lincoln, facing the long Mall in front of Lincoln Memorial, Marian Anderson on Easter Sunday gave a concert for the largest crowd (75,000) gathered in Washington since Lindbergh's arrival in 1927.



In front of the Lincoln Memorial
Marian Anderson sings to Washington

ACROSS THE GLOOMY CHECKERBOARD OF EUROPE

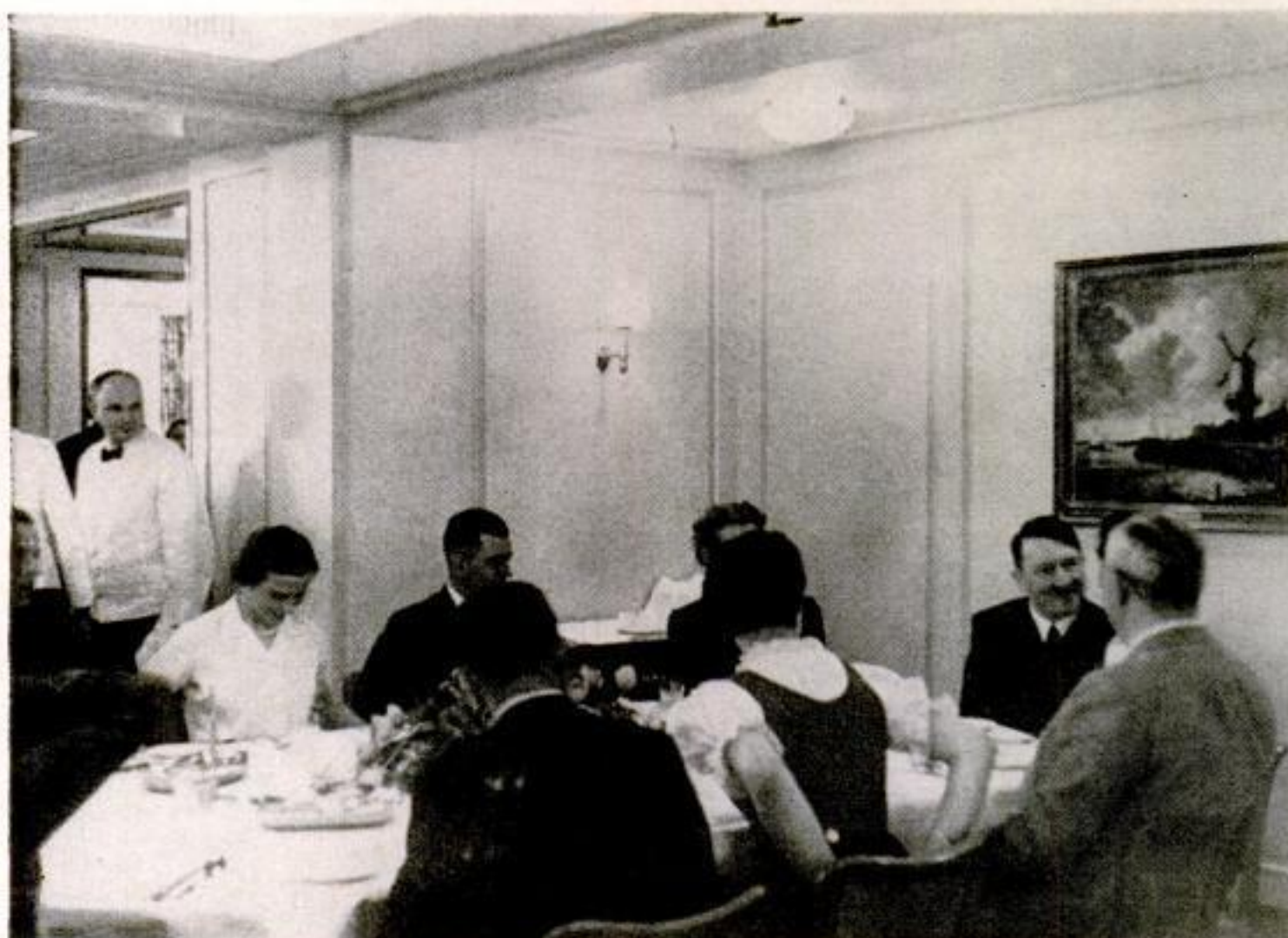


HITLER

Getting in touch with some of Germany's "Little people," Führer Adolf Hitler on April 1 sets sail on the excursion boat *Robert Ley* for a North Sea cruise of the Strength-Through-Joy labor organization. Ley himself is seen just behind Hitler. Hitler wears a yachting cap.



In a deck chair on the S. S. *Robert Ley*, Hitler talks to Robert Ley, chief of the Nazi Workers' Front which runs these trips for workers. At extreme left is the Führer's No. 1 strong-arm man, Adjutant Wilhelm Brückner; and at extreme right, Bavarian Leader Adolf Wagner.



In the dining saloon of the *Robert Ley*, Der Führer relaxes after taking Czecho-Slovakia and Memel in a fortnight. The grave and risky events of the immediate past have produced in Hitler a reaction of high talkative elation. He was the life of the party on the *Robert Ley*.



CHAMBERLAIN

Brisk and self-contained as ever, Neville Chamberlain (*see cover*) on April 3 takes his drooping wife for a walk in St. James's Park before work. She forces him to read Daphne du Maurier's *Rebecca* an hour a day and to pose for his portrait for another hour, for relaxation.



MUSSOLINI



To crowds in Reggio Calabria and Capua, an amiable Mussolini on March 31 and April 1 shouts that Italy must have "space and somebody will provide it." Crowd shouts, "Tunisia!" and spells out DUX (Latin for Duce). Last week Italian crowds roared, "On to Paris!"

ITS LEADERS WORK AT WAR AND PLAY AT PEACE



GOEBBELS

Amid the ancient ruins of the Acropolis of Athens, German Propaganda Minister Paul Joseph Goebbels (between the columns in gray hat) on March 31 looks down on Athens, on his journey to Rhodes, Egypt and Turkey. Egypt forbade him to fly over fortifications.



BECK

The guarded insides of the great British aircraft carrier *Ark Royal* are revealed by the British to Polish Foreign Minister Josef Beck (in camel's hair coat) just before he accepts Britain's protection for Poland. Beck is looking at one of the *Ark Royal's* plane elevators.



STANHOPE

Feeling important in the rush of important events, Lord Stanhope, Britain's civilian First Lord of the Admiralty, blunders to British sailors and officers (left) that the Fleet anti-aircraft are being manned. Notice Dwarf Dopey behind him. Ship is H.M.S. *Ark Royal*.



MATCHEK

Obscure key man in Europe today is Vladimir Matchek (left), leader of the Croats of Yugoslavia who resent being ruled by Serbs. Here he finishes successful talks, April 4, with Yugoslav Premier Cvetkovich to give the Croats justice before Hitler or Mussolini step in.

THE NATION'S COLUMNISTS

DIVIDE IN GREAT DEBATE

ON AMERICAN WAR & PEACE

On April 11, by means of a newspaper editorial, President Roosevelt at last made unequivocally clear his determination that America shall take an active part in the next world war (*see p. 20*), ranging itself now with Britain and France to help them keep the peace and presumably, if that effort fails, to help them crush Germany and Italy on the battlefield. After that, no man could any longer misunderstand the fateful issue in the great debate which now dominates America's thought and speech.

The President's power to put America into a war is greater than that of any other single man. But the real decision can be made by the American people. Unless he is willing to surrender his democratic privilege and let his own and his country's destiny be decided by others, no citizen can dodge his individual

responsibility to weigh well the arguments in the debate, make up his mind where he stands.

It was significant that the editorial which the President adopted as exactly expressing his views came from the *Washington Post*, an anti-New Deal paper published by Republican Eugene Meyer. Some of the strongest press support for the President's foreign policy is now coming from papers like the *Post*, the *New York Herald-Tribune* and *New York Sun* which have bitterly fought his domestic New Deal. On the other hand, some of the strongest opposition to his foreign policy is coming from papers like the *New York News* and *New York Evening Post* which have been the most ardent supporters of the New Deal.

Perhaps of even more account than the editorial writers in the great war-&-peace debate are the syn-



Walter Lippmann

184 NEWSPAPERS, 7,147,000 CIRCULATION

"Senator Borah and his associates talk as if the issue before Congress were whether the United States will go into or stay out of the next war. That is not the issue. The issue is whether there is or is not going to be another world war. . . . The question is whether the power and influence of this nation can be used now, before it is too late, to prevent the war, to prevent the hideous consequences of a war, to prevent our having to make the horrible choice which will confront us if war breaks out, the choice which will haunt us as long as it lasts. If there is another world war . . . it will be fought on every continent and in every ocean. . . . There is no guarantee against entanglement in a world war except diplomacy which prevents the war."



Dorothy Thompson

196 NEWSPAPERS, 7,555,000 CIRCULATION

"This column agrees with Mr. Stimson that the world is in the most serious crisis in at least four hundred years. It is not at all certain that it is not the most serious crisis since the collapse of the Roman Empire. . . . All that has flowed from Christianity in the centuries is being done to death: chivalry; respect for human rights; reverence for the human soul; democracy; freedom; law; truth; civilization; honor. . . . The Nazi-Fascist movement . . . cannot be isolated except by resistance. . . . We are already engaged in a struggle which will certainly in the end result in war or in the defeat of this whole American way of life without war, unless we are willing to use right now the political and economic weapons which are in our hands."

Heywood Broun

41 NEWSPAPERS, 2,924,000 CIRCULATION

"If there is a general European war we may be able to stay out as far as physical participation goes. And that may well be the wisest course left open to us. But make no mistake in assuming that we can remain untouched by the brutal spectacle. It is not well for any nation to say, 'It is naught to us what happens across the water.' There are no caves in which men can hide when their fellows cry out in agony. . . . We are part of the world and all human beings are knitted together into a corporeal unity. The sons of God are not to be partitioned off into separate compartments. It was Cain who said, 'Am I my brother's keeper?' And for his sin he was banished from the company of his fellows. He was the first of the world's isolationists."



Mark Sullivan

46 NEWSPAPERS, 2,881,000 CIRCULATION

"We in America are arming for defense. Defense of what? Defense of our soil and our lives, to be sure. But in the present situation, we seek to defend more than our individual lives and our national life. We seek to defend our way of life. . . . Free government has its principal home in America and Great Britain. If it is destroyed in England by a foreign foe, then it will be more difficult for America to defend it here. . . . In this situation, what should be our present policy and strategy? It is to recognize that England is our shield. She is our shield in the sheer geographic sense that she stands between us and Germany. . . . The lesson is clear. The best form of preparedness that America can practice, at this time, is to supply planes to England."

Eleanor Roosevelt

68 NEWSPAPERS, 4,438,000 CIRCULATION

"It seems to me that the newspapers these days are full of wars and rumors of wars, but I do not think that the contention that this country is in need of a society to keep us out of war is very well founded. . . . I wonder whether we have decided to hide behind neutrality? It is safe, perhaps, but I am not sure that it is always right to be safe. . . . Every time a nation which has known freedom loses it, other free nations lose something, too. They find themselves undergoing a gradual process of amputation. This country knows that at some time amputations of freedom must cease and the world knows that the weight of our resources must be thrown on the side that will permit us to open a newspaper without wondering what new nation has been enslaved."



David Lawrence

130 NEWSPAPERS, 5,829,000 CIRCULATION

"While nobody condones for a moment the Nazi measures, it would be misrepresenting the state of opinion in Washington to say that our officials regard the Allied policies of the last twenty years as truly contributory to a permanent peace. Recollection has not departed concerning the sad experience which President Wilson had in dealing with the Allied statesmen at Paris when he attempted to secure acceptance of the famous 'fourteen points' that he had assured the German people would be the basis of peace. What is needed today is a second peace conference to undo the wrongs imposed by the Versailles treaty. . . . The only instrumentality in the world which can summon the nations to a second peace conference is the United States Government."



icated columnists who have largely supplanted them in popular attention. Before the Newspaper Guild in New York on April 11 (right), Secretary of the Interior Ickes, as "a hard-working public official" who hates to be criticized, jibed at the columnists for their air of "omniscience and infallibility," flayed Walter Lippmann ("futile stuff in elegant prose"), Dorothy Thompson ("the Cassandra of the Columnists"), Hugh Johnson ("One cannot help but wonder whether Old Ironpants should be given space in the newspapers"), Westbrook Pegler ("He is against everything and everybody"), many others.

But even Mr. Ickes conceded the great influence which the columnists, with their enormous audiences, exert on public opinion. Below are some characteristic recent comments in the war & peace debate.



Secretary Ickes castigates the columnists at a Newspaper Guild meeting, April 11. Heywood Broun (right), Guild president and pro-New Deal columnist, beams as Ickes puts

him "in a category by himself . . . a genial philosopher." To criticism of himself, Hugh Johnson retorted in his column by comparing Ickes with Caiaphas, a fishwife, a hyena.

Hugh S. Johnson

76 NEWSPAPERS, 5,323,000 CIRCULATION

"Every tendency of this Administration has been toward a great concentration of power in Federal Government. . . . It is clear from experience that, in event of a world war, the President would get those powers [of Wilson in War] instantly—a war-dictatorship. . . . Woodrow Wilson gave up most of his war powers immediately after the armistice—because he detested them. Would the present administration give them up, having greatly desired them? Has it ever willingly given up a single extraordinary emergency power since March 4, 1933? . . . No matter who wins, the next world war will permanently destroy the democracy of every nation that gets into it. If we want to save democracy for the world we will keep out of European war."



Raymond Clapper

56 NEWSPAPERS, 3,881,000 CIRCULATION

"Despite the sport around Washington of sneering at neutrality legislation, it contains features which for the time being certainly act as a brake against possible ill-considered and headlong action in event of war in Europe. If for no other reason, neutrality legislation could well stand on the books, because if war broke out it would give Congress an opportunity to reopen the situation and judge then what should be done. . . . The legislation only relates to what we shall do if other countries begin fighting, particularly with the object of preventing us from becoming accidentally involved. . . . These are keep-out-of-war provisions and they don't look silly unless you assume that we are going to go into war at the first bugle call in Europe."



Westbrook Pegler

117 NEWSPAPERS, 6,186,000 CIRCULATION

"The President is making the decisions which commit the country to the job of bottle-holder in the democratic corner, should war come, and almost certainly to active help should things go badly in that corner. The people of the country read and hear about armaments and see the leaders choosing up sides and have not been consulted and have no way of expressing themselves. War they certainly do not want, but nobody has been able to get the floor for them. Perhaps the American people, if consulted, would say that if Britain and France must fight such a war that is just their hard luck and, after all, only another war in the long series of wars between jostling European countries. . . . For God's sake don't anybody blow a bugle now."



Boake Carter

83 NEWSPAPERS, 7,187,000 CIRCULATION

"There is nothing about 'morality' or the 'saving of democracy' in the whole affair in Europe today. We point out that France merely got in on the ground floor in Tunisia and, having gained possession, tries to kid the rest of the world—especially Americans—that those who would take Tunisia from her are brigands and scallywags for copying her. . . . In view of this, where does the Roosevelt Administration derive the idea that Americans want to go gallivanting forth to play Sir Galahad again? . . . The question that Americans should remember is: Do we or do we not want to help one gang of thieves against another gang of thieves? . . . We saved the first crop of thieves twenty years ago—and made the world safe for a new set of thieves."



Jay Franklin

30 NEWSPAPERS, 4,140,000 CIRCULATION

"One thing is evident, through all the turmoil of the ideologies and arguments, through all the mobilizations and propaganda: the people of the world want peace. . . . For my own part, I want fifty years of peace, plenty and prosperity—and not too many questions asked. I am becoming increasingly bored with the politics of the status quo and with the politicians who preach that all will be well if we refuse to meet the facts halfway. . . . Certainly, in this country, where there is potential abundance for all and where we are not under immediate threat of invasion, there seems no rational excuse for all the suspicion and bitterness which I see growing around me. Here there are no problems which cannot be solved by intelligence and good will."



Walter Winchell

150 NEWSPAPERS, 8,579,000 CIRCULATION

"Once again Europe is rolling the loaded dice of destiny. . . . And once again America is asked to play the role of International sucker. The time has come for us to pause and consider. If we must have another Unknown Soldier—let us not ask him to die for an unknown reason! And just what will be accomplished by dying in the mud? He will not increase America's resources; the last war nearly ruined our fertile lands. He will not increase America's wealth; in the last war we loaned our gold and were gold-bricked in return. . . . America must learn that her sons abroad will bring monuments to her glory—but her sons at home are a monument to her common sense. The future of American youth is on top of American soil—not underneath European dirt."





The symbol of American patriotism, as represented by the flag, is shown to the five Bergdoll children by their mother as they await their father's arrival from Germany in the living room of Bergdoll mansion on Wynnefield Avenue, Philadelphia. In the background, left to right, are Minna, 9, Erwin, 5, and Vega, 4. Vega was born in the U. S. during

a visit made by her mother in 1935 and is therefore the only Bergdoll child who is an American citizen. In the foreground are Emma, 10, and Alfred, 11. Mrs. Bergdoll was a daughter of the head gardener at a German sanitarium in Weinsberg where Bergdoll finally went into hiding after his escape. They were married in 1926 in Leningrad, where no

citizenship papers are required for marriage. After their marriage they returned to Weinsberg, where they settled in a spacious five-story house which they rented. Bergdoll passed his time at home reading books on engineering, a subject which has always interested him. He did no regular work, but lived on funds which his mother sent over to him.

WANTED BY THE UNITED STATES

NO. 1 WORLD WAR SLACKER, AFTER 19 YEARS IN EXILE, DECIDES TO RETURN HOME

Twenty years ago Grover Cleveland Bergdoll was probably the most hated man in the U. S. Of the 337,649 Americans who evaded the World War Draft, Bergdoll was the nation's No. 1 Slacker. To capture and court-martial him, the Government sent posters (see right) all over the country. But although Federal agents once arrested him, he escaped and as an exile in Germany he has successfully avoided the long arm of the U. S. Government for 19 years. Last week, however, with the announcement that Bergdoll was sailing for the U. S. to join his family (see opposite page), it looked as if Bergdoll was voluntarily placing himself at the mercy of his pursuers.

In the ordinary scheme of things, Bergdoll should have grown to be a leading citizen of Philadelphia and a white-collared executive in his wealthy father's brewery. But he wasted his youth stunt-flying in his own plane, speeding about in his high-powered car and flunking out of the University of Pennsylvania. In a rash moment in 1914, he offered his services to Germany as an aviator. He was refused.

When the U. S. entered the War, he was 24 and was drafted. His plea for exemption was turned down. A year later he received the dread white postcard, Form 1014, ordering him to report for duty by 1 p.m. on Aug. 8, 1918 or be placed automatically in the military service and become subject to its military laws. Bergdoll refused to comply.

Fearing arrest as a deserter, he spent the next year and a half as a fugitive, hiding from Federal agents, local sheriffs and an outraged citizenry. When he made a daring visit home in January 1920, Department of Justice men caught him inside a window seat, his head under pillows. In March he was sentenced to five years at hard labor by a court-martial. The case of the "super-slacker" seemed over.

But for unaccountable reasons it had only begun. By some mysterious methods of persuasion, Bergdoll convinced his jailers that he had a pot of gold hidden in Maryland. The authorities agreed to release him to unearth his treasure. Accompanied by two guards, he drove to Philadelphia and spent the night at his home reciting Shakespeare to the guards. At a convenient moment, he excused himself to answer a phone call. He was not seen in the U. S. again.

Escaping through a window, he went to Canada, thence to Germany. The U. S. retaliated by confiscating his fortune, estimated at \$800,000 and taking away his citizenship. "He is one foolish boy!" cried his mother. In Germany, the fugitive hid for fear that Americans living abroad might kidnap him. Two Army detectives tried but without success. Finally he felt safe to settle in a pleasant mansion in Weinsberg, marry and raise a family.

In 1934 and again in 1935, he entered pleas for a pardon. Apparently the Man Without A Country was tiring of his long exile. His wife and children came over to plead with President Roosevelt, failed and settled in Philadelphia. A fortnight ago, his wife announced that her husband, for reasons best known to himself, was about to sail for America.

Facing Bergdoll on his arrival in the U. S. are a possible four years and ten months in jail from his unexpired term, a new trial for his second desertion or for his escape after he had once been confined.

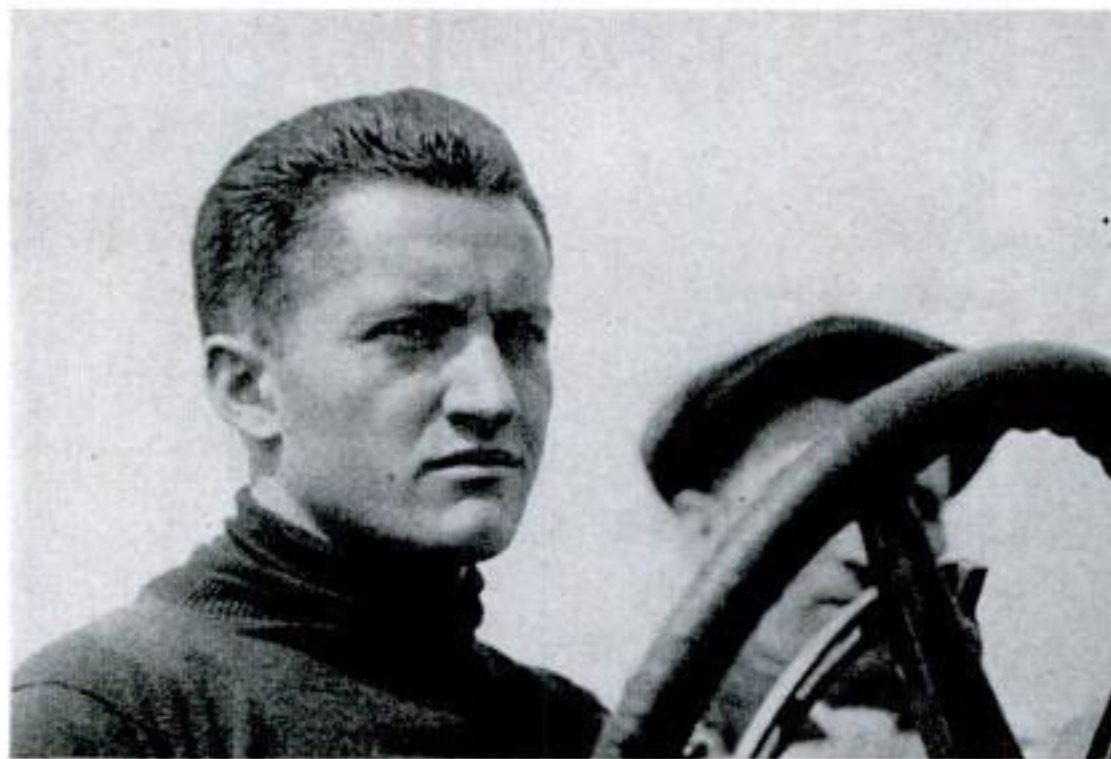


GROVER C. BERGDOLL

NOTORIOUS DRAFT EVADER and DESERTER wanted by the UNITED STATES AUTHORITIES AT PHILADELPHIA, PA., on charge of wilfully evading the SELECTIVE SERVICE ACT.

\$4,075 IN REWARDS WERE OFFERED FOR BERGDOLL'S ARREST.

THIS IS A TYPICAL POSTER SENT OUT TO APPREHEND HIM



"The playboy of the Eastern Seaboard" was Bergdoll's nickname when he was still in his 'teens. He sped about in a cream-white car.



The family home is this mansion in Philadelphia. A brother, Irwin, dodged the Draft, but served his sentence.



His court-martial took place in this courtroom on Governors Island, N. Y., in 1920. He was found guilty of desertion, given 5-yr. sentence.



Bergdoll said "pot of gold" was hidden here at Hagerstown, Md. Workman said he dug it up in 1923, rehid it.

His mother, now 78, welcomes her daughter-in-law and grandchildren back from Germany.



Mrs. Bergdoll tried to keep U. S. agents, searching for her son, at bay with a gun.




Alfred Bergdoll plays in his father's automobile, untouched since he fled.

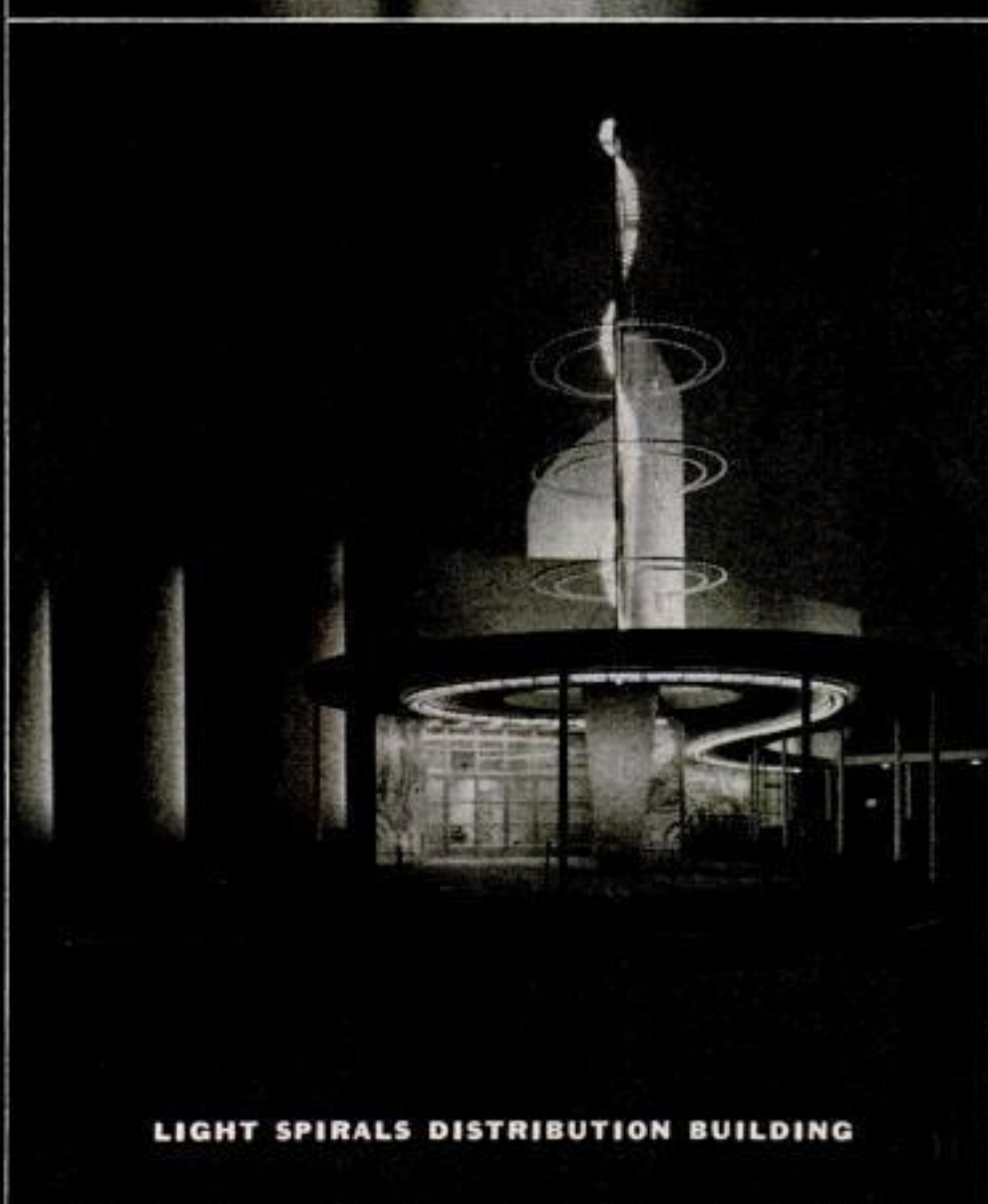


WORLD'S FAIR REHEARSES NIGHT LIGHTING

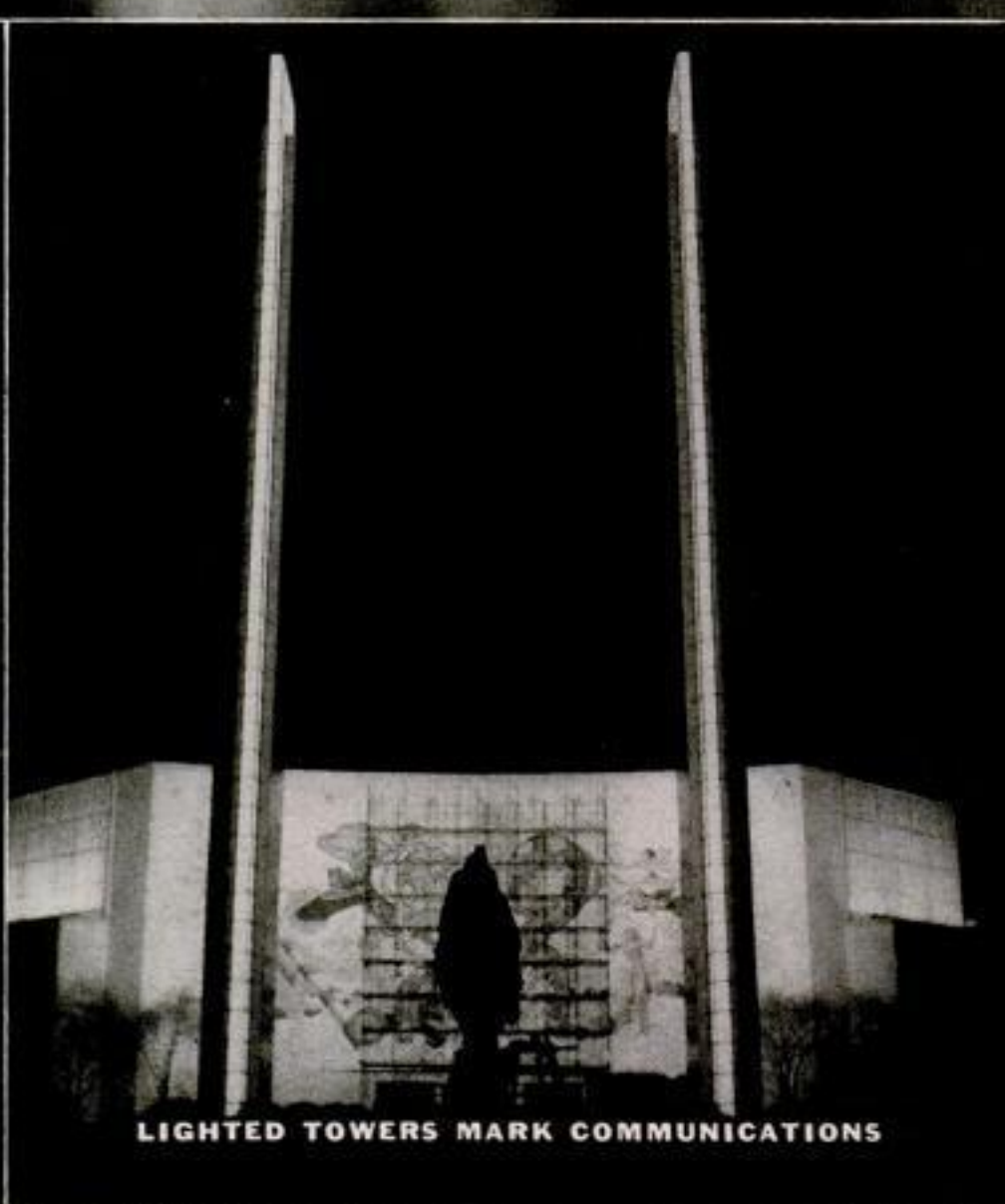
On April 10, the New York World's Fair held its night dress rehearsal, providing favored visitors with the most elaborate display of modern lighting ever to have been staged at a fair. At 7 p.m. the lights were turned on. The Perisphere looked like a monstrous blue planet. The 700-ft. Trylon appeared to soar into infinity as its peak disappeared in a reddish haze. Radiating from the Theme Center, the illumination of the other buildings formed weird patterns of blue, red, gold, green and purple lights.



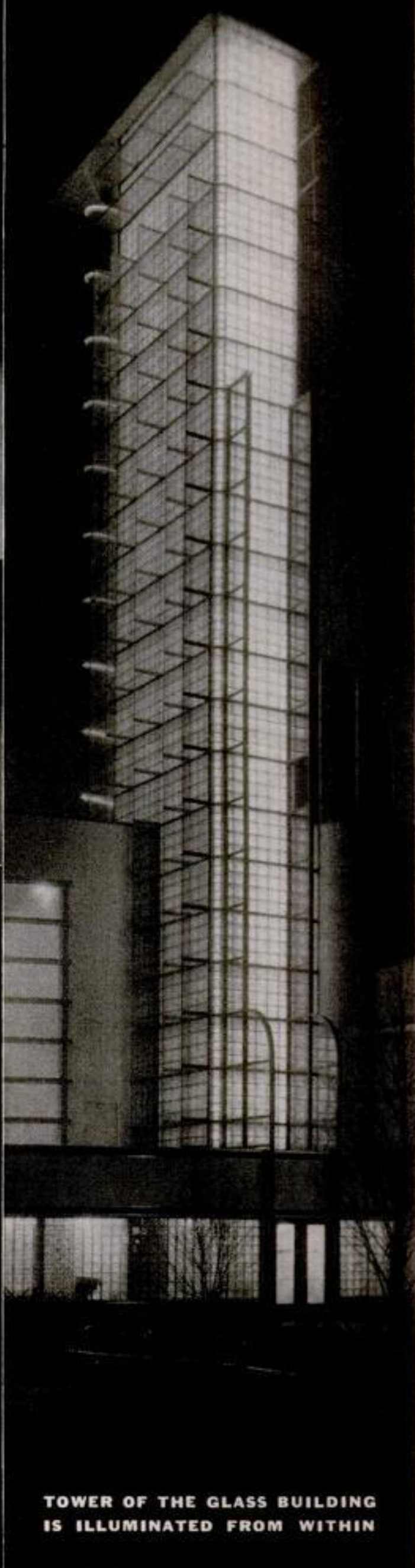
650 HIGH-PRESSURE JETS THROW CASCADES OF COLORED WATER IN LAGOON OF NATIONS



LIGHT SPIRALS DISTRIBUTION BUILDING



LIGHTED TOWERS MARK COMMUNICATIONS



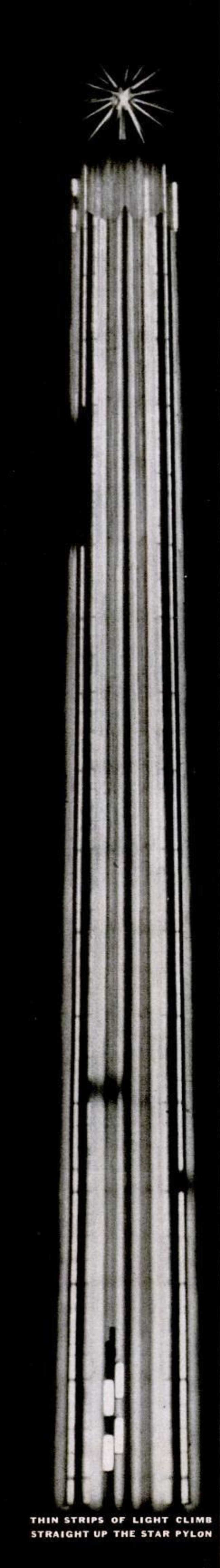
TOWER OF THE GLASS BUILDING IS ILLUMINATED FROM WITHIN



THE STATUE OF "MAN CONTROLLING NATURE" STANDS OUT SHARPLY AGAINST WHITE BACKGROUND



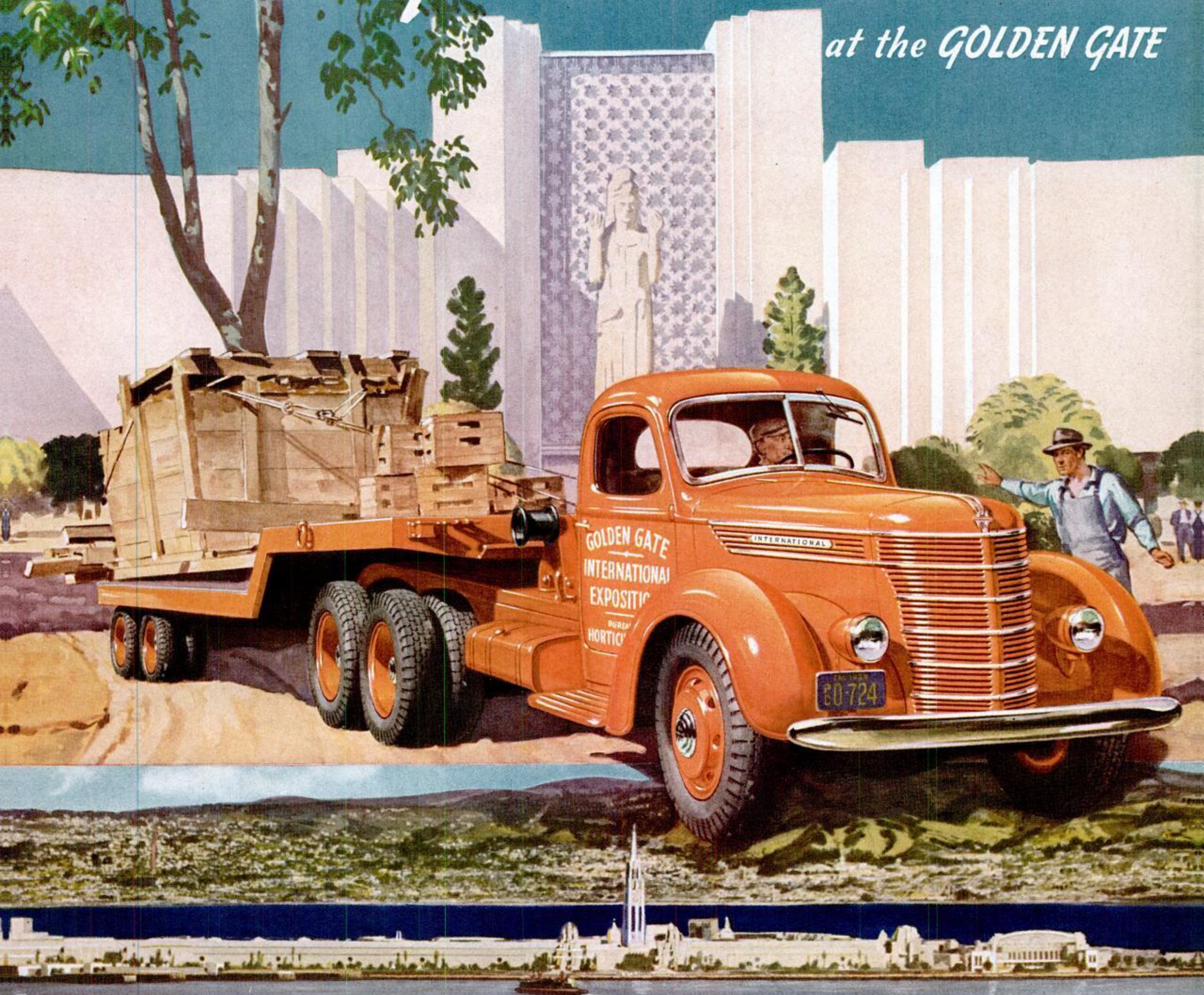
COLORLED HAIRPIN PYLONS DECORATE THE HALL OF FASHION



THIN STRIPS OF LIGHT CLIMB STRAIGHT UP THE STAR PYLON

Building Treasure Island

at the GOLDEN GATE



Treasure Island and the hills of Berkeley
from San Francisco's Embarcadero.
Above: An International in the Court of Pacifica.

Throughout the West, as elsewhere,
International Company-owned branches
and dealers are at your service.
International sizes, $\frac{1}{2}$ -ton up.

A NEW miracle of beauty has risen from the waters of San Francisco Bay. Where the reefs of Yerba Buena Shoals lurked under the whitecaps only a few months ago now lies the largest island ever built by man — a glamorous *Treasure Island* where today the nation is guest of the West.

International Harvester salutes the Golden Gate International Exposition! In our illustration an International Six-Wheel Truck of the Bureau of Horticulture brings up one of the thousands of trees that decorate the frosting on

the cake that is now being served up to millions of visitors on the Pacific Coast.

A glimpse of Paradise, a summer's holiday. And... back home... may there be a *Treasure Island of your own* — your individual business in the sea of modern opportunity! If *hauling* is a part of it, remember that tens of thousands of keen businessmen have solved *that* part with International Trucks. It's a sure formula. They're engineered to last — built for economy.

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 North Michigan Avenue Chicago, Illinois

INTERNATIONAL TRUCKS

Directions for finding a life-long friend



1. **FIRST**, scurry around amongst all the people you think *should* know about whiskey, asking them to name a truly DRY whiskey—that is, one utterly lacking in *sweetness*.



2. **YOU MIGHT** well ask your most understanding bartender, too...



3. **THEN**, because it's ten-to-one they'll all say "Paul Jones," get yourself a bottle of this grand DRY whiskey.



4. **OF COURSE** the next problem is to get a glass. But if you've really got your heart in this matter, it shouldn't be *too* hard.



5. **NATURALLY**, you *can* also get ice and soda, or plain water if you like...



6. **BUT** all that's actually *necessary* now is to pour a spot of Paul Jones into your glass—and *taste* it!



7. **THERE!** What did we tell you—what did *everybody* tell you! Isn't Paul Jones a truly DRY whiskey—without the slightest *trace* of sweetness?



8. **AND** hasn't this pleasant investigation proven that Paul Jones' delightful DRYNESS is only one of *many* fine qualities—that it deserves to be your friend for life? We *thought* so! Frankfort Distilleries, Inc., Louisville & Baltimore.



Paul Jones

IT'S DRY*

Every drop is whiskey
A blend of straight whiskies—90 proof

*DRY means not sweet

MOVIE OF THE WEEK:

Dark Victory

in which Bette Davis goes blind, dies
and LIFE explores a production budget

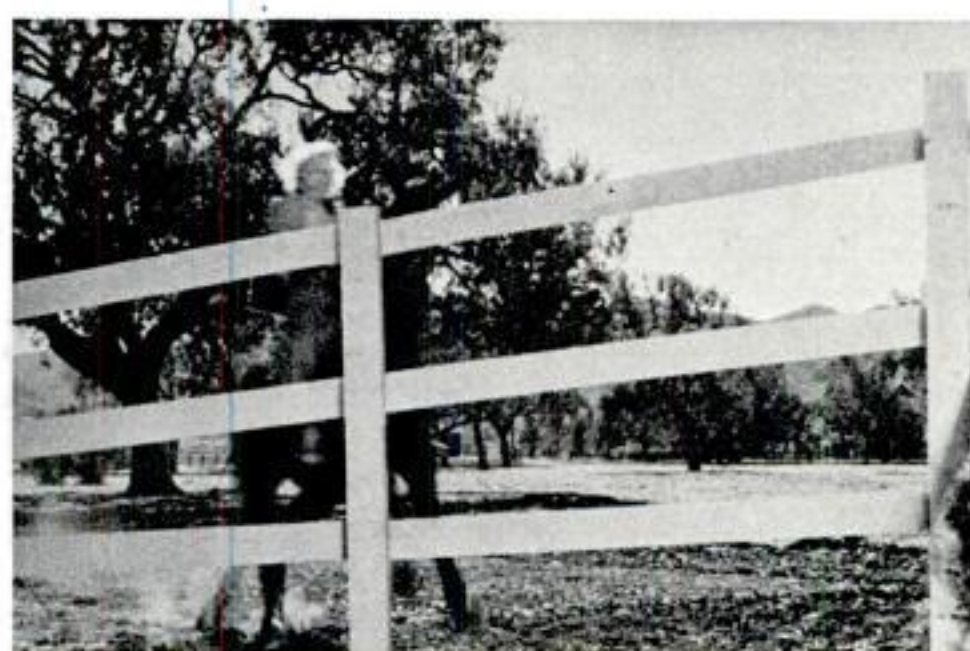
Only two actresses in Hollywood have twice won "Oscars" from the cinema Academy of Arts and Sciences. One is Luise Rainer. The other is Bette Davis (for *Dangerous* in 1935, *Jezebel* in 1938). In Warner Brothers' new picture, *Dark Victory*, Miss Davis establishes herself more emphatically than ever as the ablest actress on the American screen. Her performance is cited by the theatrical trade journal *Variety* as a good April candidate for the "Oscar" of 1939.

Miss Davis' taste in roles inclines toward "good gutty girls" and "attractive wenches." In *Dark Victory* she plays a magnificently gutty girl who suddenly learns she has a brain tumor and can expect but ten months to live. The pathology of malignant growths is the grim leitmotif which underscores the picture from beginning to end. Its development is exhaustive enough to satisfy the most medically-minded of fans and all others who enjoy stark personal drama of disease.

Taking her harrowing theme, Miss Davis orchestrates a brilliant emotional symphony of fear, bravado, bitterness, blindness, death. Biggest acting problem for big-eyed Miss Davis was to simulate loss of sight. Her method: "Driving home at dusk, I'd pretend it was really daylight and I was going blind and I'd try to look just as far as I could into the darkness."



AS VICTIM OF A BRAIN TUMOR, BANDAGED BETTE DAVIS EMERGES FROM STUDIO OPERATION



A horsey rich girl, Bette Davis enters the drama exercising her favorite hunter early one morning, after a gay night.



Her eyes fail as she nears a jump. Deceived as to direction she sends her horse crashing through the side bars.



The spill fails to daunt her. But her friends realize that she is dangerously ill and send her to see a brain specialist.



George Brent, as a famous specialist, examines her reflexes and eyes, diagnoses her case as a tumor of the brain.



Appalled by his announcement, she stares hard into mirror, tries to muster courage to face a dangerous operation.



After operation, the doctor withholds laboratory report which shows her tumor is a malignant type sure to recur.

CONTINUED ON NEXT PAGE



Overtaken by blindness, knowing she has only a few hours to live, Bette Davis consoles her friend (Geraldine Fitzgerald), plants some hyacinths for her flower-loving husband.



She says farewell to her doctor-husband whom she wed after recovering from operation. Now he is off to a medical meeting. She senses death's approach but does not tell.



Happy in her victory over fear she gropes her way upstairs, prays, crawls onto bed and dies. Doctor had said death would come quietly. Her maid covers her up as film ends.

As typical Grade-A picture "Dark Victory" cost Warners' about \$800,000 to produce

TO film *Dark Victory*, Warners' production staff needed no earthquakes, no oriental pageantry, no holocausts, no tumultuous mobs. Their script called for a few handsome interiors, part of a steeplechase course, a farm in Vermont. Only in one scene were many extras required. Handsomely but not elaborately done, produced by a first-rate studio, synthesized by a first-rate director and cast, *Dark Victory* may be considered a typical Grade-A picture. In the belief that a film such as this exemplifies the business of Hollywood more understandably than super-spectacles with widely-publicized expenses, *LIFE* has worked out a production budget for *Dark Victory*.

Its expenses totaled not less than \$800,000. This figure can be broken down approximately as follows:

Story and Script.....	\$ 85,000
Actors' and Directors' Salaries ...	225,000
Scenery and Lighting.....	100,000
Costumes and Make-up.....	25,000
Film.....	15,000
Studio Overhead.....	200,000
Miscellany.....	150,000

Under studio overhead may come taxes, insurance, clerical expenses, legal fees, research and producer's salary. Miscellany includes publicity, sound operations, music, properties, incidental labor, travel, meals. For a more detailed break-down, turn page.



\$50,000

This is a good salary for a good director: Edmund Goulding. Here he demonstrates action for Miss Davis (below).

\$85,000

Stars Bette Davis and George Brent divide this. The other members of the cast get about \$65,000 among them.



Many things can go wrong with your health when you don't get enough Vitamins . . .

If you have SEVERE COLDS that "hang on," you very likely need more Vitamin A, the "Cold-Fighting" Vitamin



If you are NERVOUS, irritable and have POOR DIGESTION, more of the important "Nerve" Vitamin B₁ is often needed



Plenty of "Bone" Vitamin D is needed for the body's proper use of the calcium and phosphorus in your food—an essential for strong bones and hard teeth



TIRING EASILY, too EARLY AGING may be due to a shortage of the Vitality Vitamin G



Get enough vitamins *every day*. The new Fleischmann's High-Vitamin Yeast offers richer amounts of 4 vitamins—A, B₁, D, G—plus the "booster action" of the fresh yeast. By stimulating slow digestion, it helps you make fuller use of the vitamins eaten.

Get Your Extra Vitamins this EFFECTIVE way

New High-Vitamin Yeast offers a richer combination of 4 essential vitamins, plus the remarkable "*booster action*" of fresh yeast

GREAT NUMBERS OF PEOPLE in America today are not getting *enough* vitamins from their meals—many studies indicate.

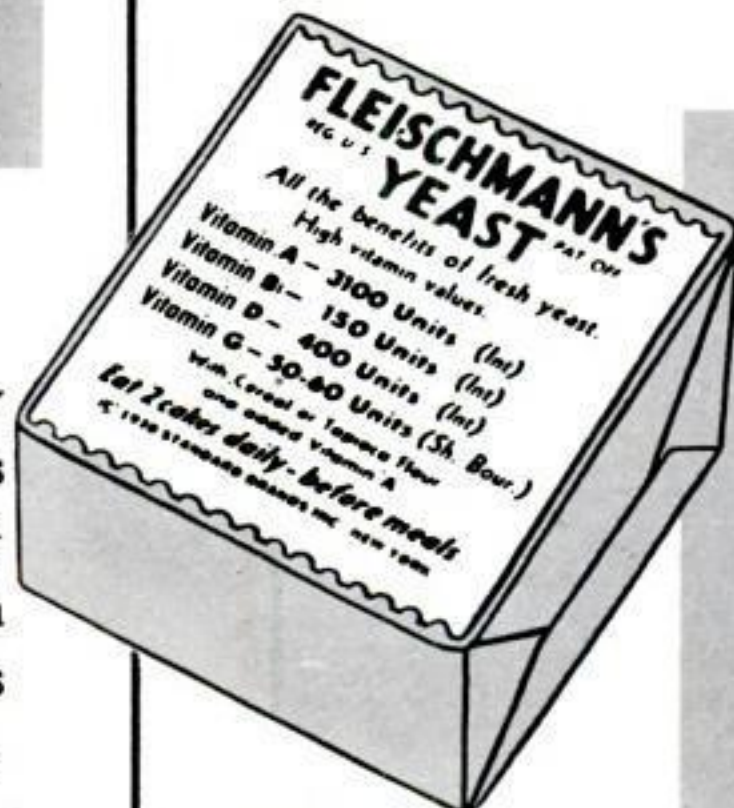
Slow digestion may also keep you—like so many others—from getting full good from the vitamins you eat.

Fleischmann's new High-Vitamin Yeast can give help in *both* these ways.

It is now *richer than ever* in 4 Vitamins—A, B₁, D and G.

The yeast itself helps *stimulate* and *quicken* slow digestion. Thus it acts like a "booster" for the vitamins eaten—*helps you make fuller use of them*.

Get extra vitamins this *effective way*—in Fleischmann's High-Vitamin Yeast. Eat 2 cakes regularly *every day*—one cake ½ hour before breakfast or lunch and one cake ½ hour before supper. It's easy to buy. Just order from your grocer. And you'll like its economy—only a few cents a day.



2 cakes a day give you . . .

VITAMIN A—6200 UNITS (INT.)

VITAMIN B₁—300 UNITS (INT.)

VITAMIN D—800 UNITS (INT.)

VITAMIN G—100-120 UNITS (SH. BOUR.)

All the average person needs (in addition to his meals) of A, B₁ and D, and a rich supply of the Vitality Vitamin G.

Eat Fleischmann's High-Vitamin Yeast plain, or in a little water or milk.

(continued)

**\$85,000**

To Warners' script writer went \$35,000 and to the authors of the original stage play \$50,000.

**\$20,000**

Comparatively few extras were needed for the production. Most got \$10 a day. Girl in riding clothes is Bette Davis' stand-in.

**\$5,000**

Make-up expenses were moderate. This is Dr. Leo Shulman, Warner medical expert, fixing bandages for hospital scene.

**\$85,000**

Scenery was built in Warners' craft shop at a cost of \$75,000. Cost of "striking" sets: \$10,000.

**\$20,000**

Wardrobe expenses include shining Miss Davis' boots, brushing her off. At right is David Lewis, *Dark Victory*'s producer.

**\$15,000**

Lighting costs \$12,500 for electricians, \$2,500 for electricity and equipment. Studio apparatus like this is called "iron."

**\$10,000**

Camera crew is working here from a "dolly," which keeps pace with Davis and Fitzgerald.

**\$16,000**

Music is sound-tracked by orchestra of 70, synchronized to film. Orchestra here is recording score under Leo Forbstein.

**\$7,500**

Publicity requires still pictures of production (\$750), advance trailer (\$750), newspaper and magazine ballyhoo (\$6,000).

The Smartest Buy in Low-Priced Cars



**Plymouth is not only
Biggest of "All Three"
in Every Way it's
the Most for Low Price**

LOOK AT ITS SIZE—its fresh, modern beauty! Compare Plymouth's comfort, safety, performance with other leading low-priced cars!

No wonder people say, "Plymouth's the best buy!"

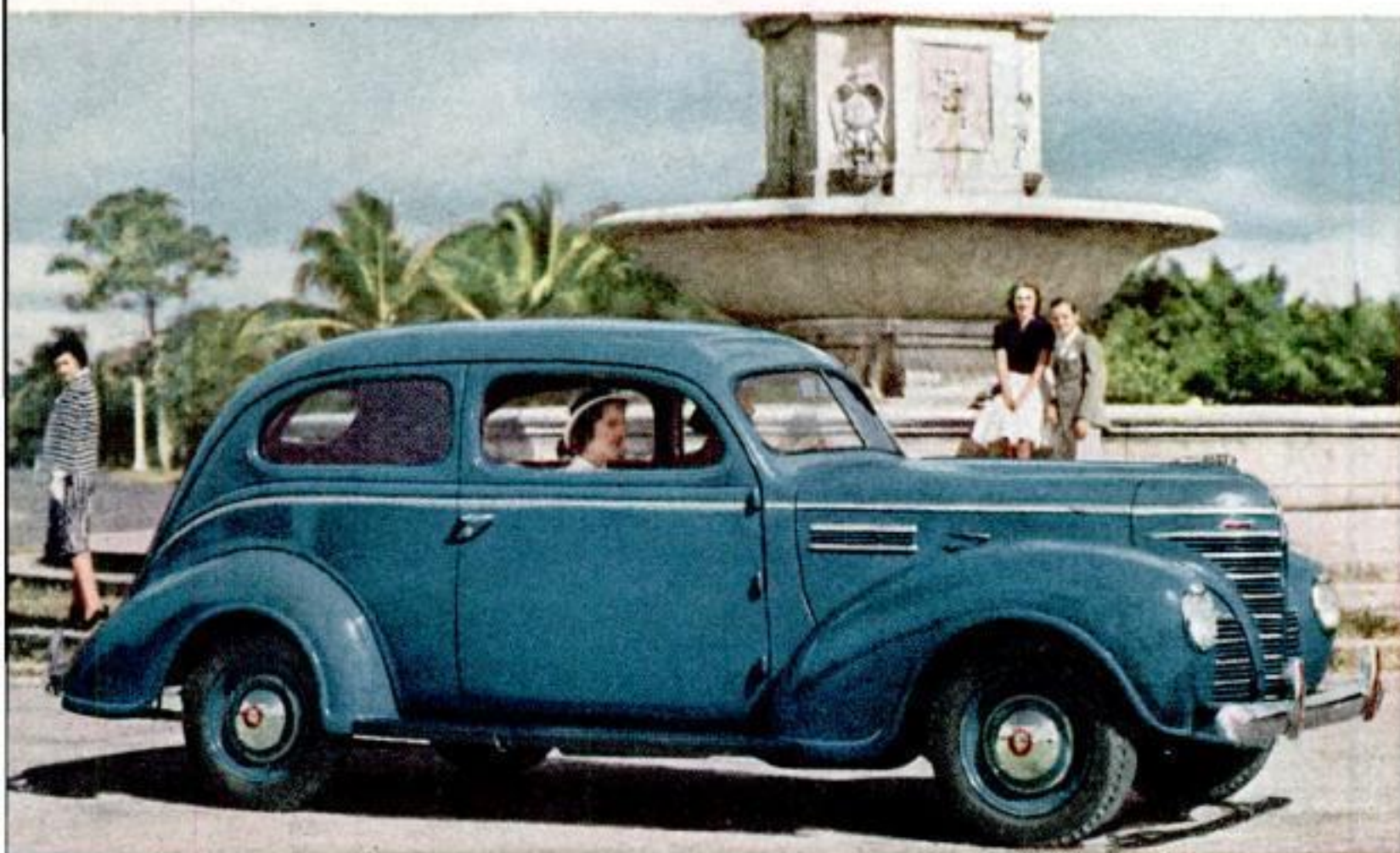
Try the utterly smooth new ride of Plymouth's Amola Steel coil springs. Notice how the big, 82-horsepower "L-head" engine *combines* flashing power with economy. Then you'll realize why Plymouth is winning so many new friends every day!

➔ Of the leading low-priced cars, Plymouth is the roomiest and biggest...5 inches longer than one; 6 inches longer than the other!

➔ Only leading low-priced car with steering-post gear shift on De Luxe models at *no extra cost*.

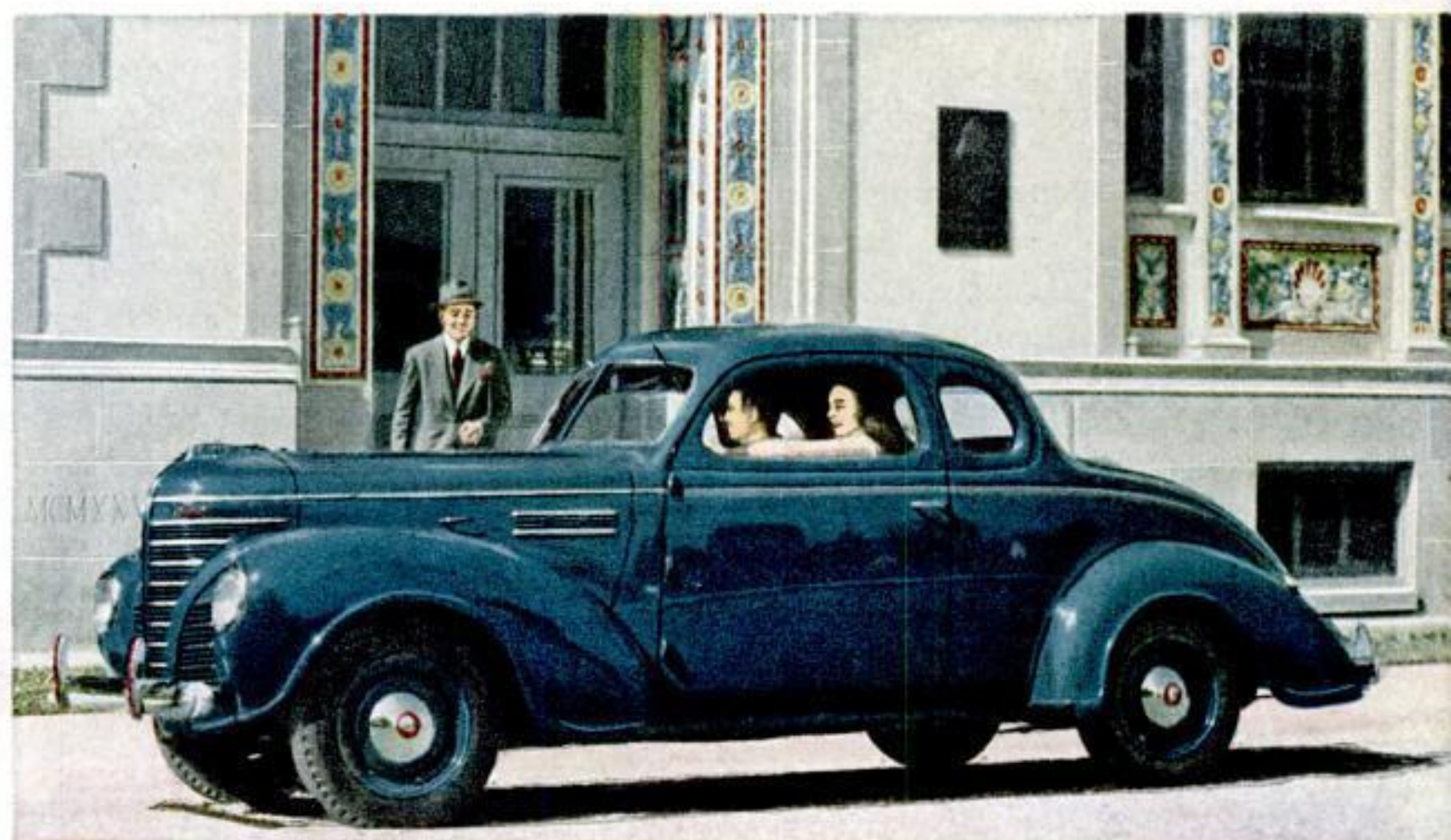
➔ The only low-priced car with the matchless ride of coil springs, standard *on all models*.

➔ The only low-priced car with a Safety-Steel body completely rust-proofed to preserve its beauty.



**THIS \$685
SEDAN**

—DELIVERED IN DETROIT. Plymouth prices include all federal taxes. State, local taxes, if any, and transportation not included. Before you buy *any* car, see what Plymouth gives you—in luxury, handling ease and great engineering features.



**THIS \$645
COUPE**

—DELIVERED IN DETROIT. You'll find your present car will probably represent a large proportion of Plymouth's low delivered price...balance in low monthly instalments. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

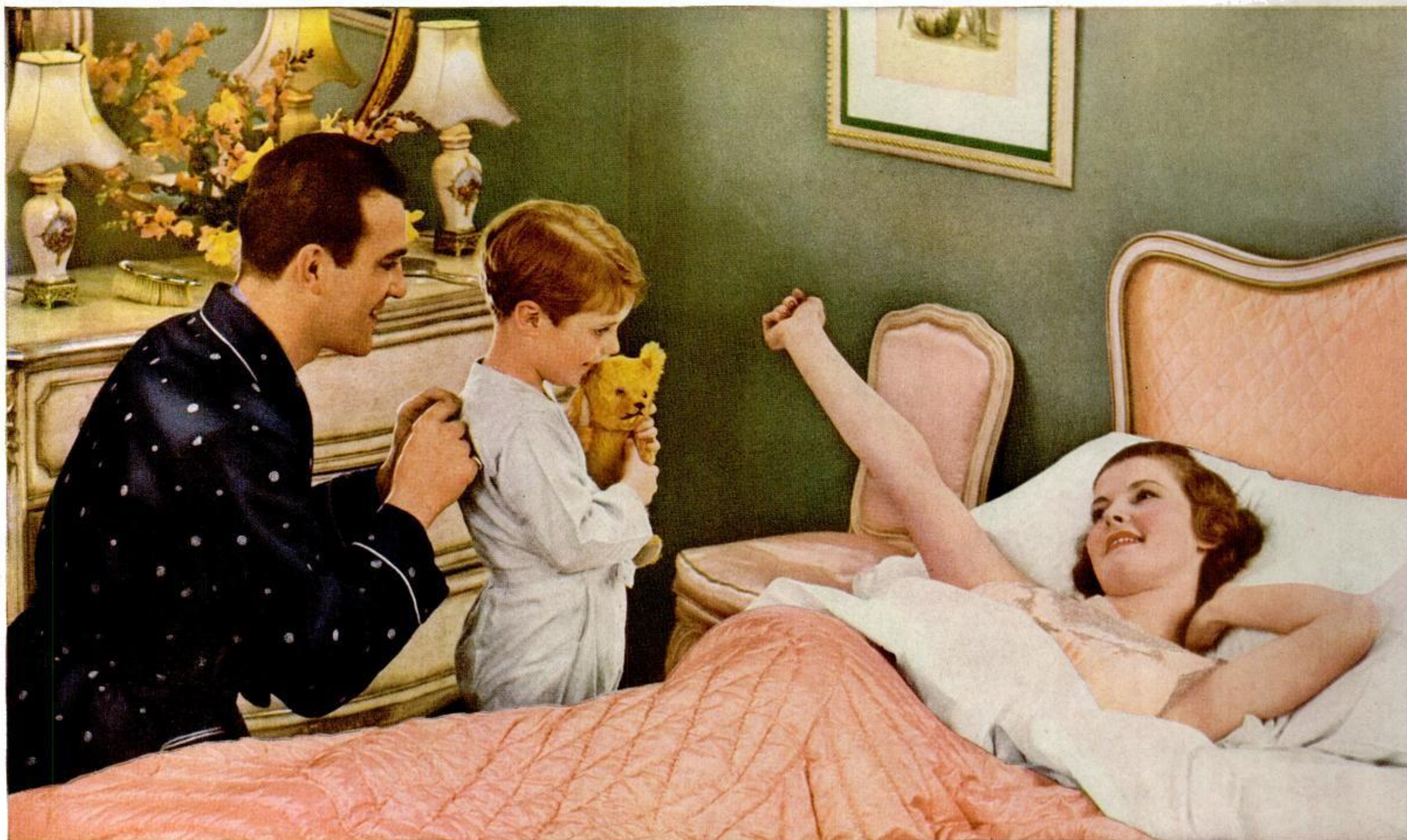
PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"

SIMMONS INTRODUCES THE

New, Deeper Beautyrest

World's most comfortable mattress now even more comfortable — and guaranteed for twice as long!



ONE of life's real thrills awaits you when you first crawl into bed and settle down on this NEW, deeper Beautyrest mattress!

What a joy it is just to lie there...every tired inch of you surrendering to the "feel" of this new, luxurious comfort—comfort even greater than former Beautyrests have given you! How much more gently this *new, deeper* Beautyrest yields to your body...supporting you so softly that you forget you have hips, shoulders, elbows, knees!

Quickly you drowse off to sleep...to wake up the next morning surrounded by that same blissful comfort. You feel rested and refreshed...your whole body relaxed after deep, healthful, beauty-restoring sleep.

Your mattress can be the most important investment in comfort you will ever make. So we urge you to compare this new Beautyrest with other mattresses. Beautyrest has many imitators. But *no other* mattress has *ALL* its advantages.



Why the new, deeper Beautyrest is more comfortable! The *whole* Beautyrest is deeper...not merely extra padding. Each coil spring in its soft cloth pocket is *deeper*. And because each spring is separated from all others and yields *independently* to the different weights of your feet, your hips, your body, your arms...Beautyrest gives



exactly the **PROPER** support to *every* part of your body. Most mattresses have springs that are all **TIED TOGETHER** by wire. Therefore, the heaviest **part** of your body not only forces down the springs **beneath** you, but it forces down all the others, too...pulls them out of shape, forming slopes and hollows.

Mattress



Extra comfort for a cigarette a day. The difference in price between the new, *deeper* Beautyrest and an ordinary mattress... is no more than the cost of

smoking one cigarette a day... just a trifle when you consider the long years of luxurious comfort the new Beautyrest gives.



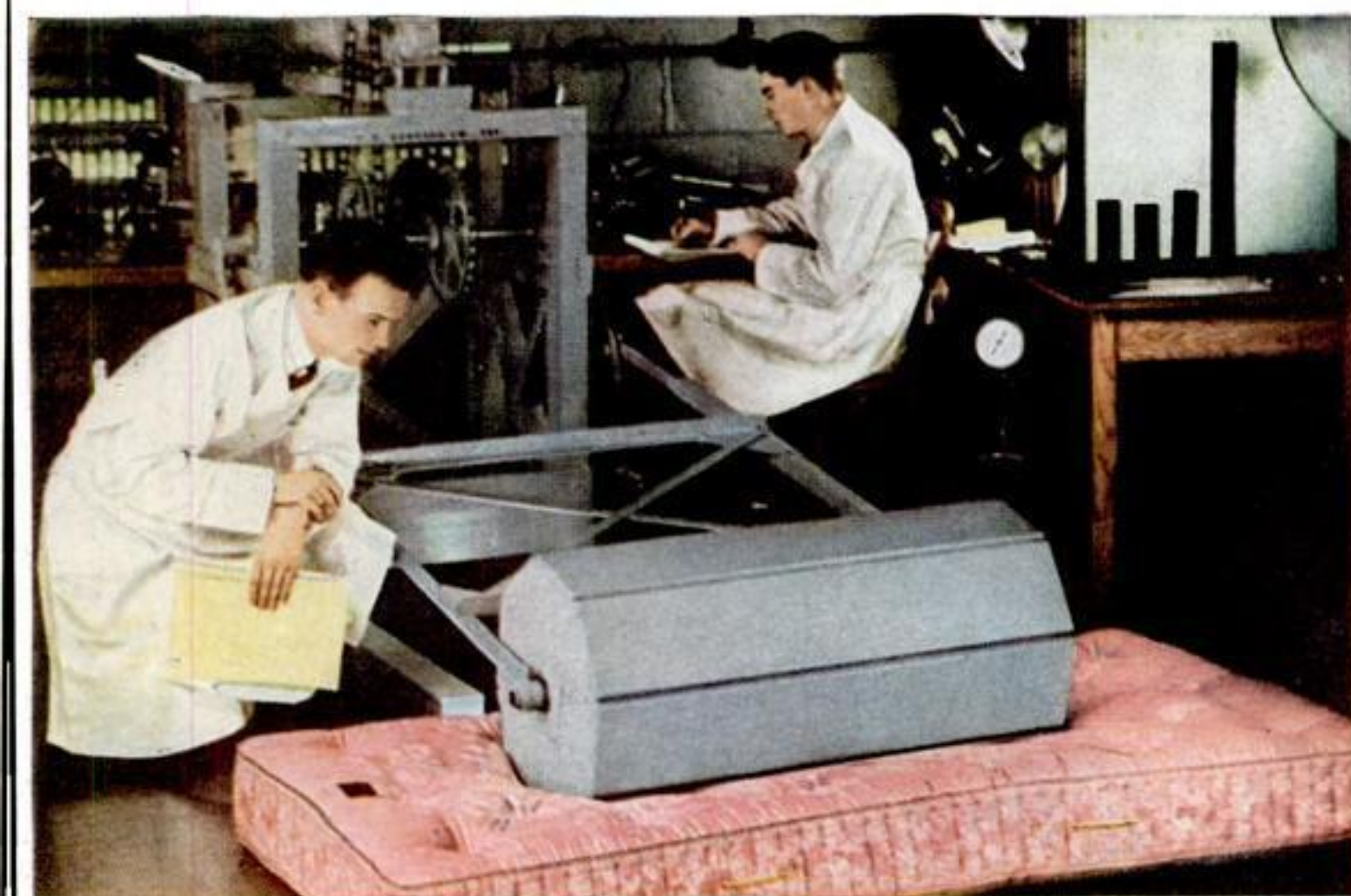
Edges that will not sag! You can even jump on the edges, but you won't break down or bend Beautyrest's patented, sag-proof edges. The sag-proof feature keeps the side walls erect and neat at all times... bringing "mid-mattress" comfort to the very edges of the bed!



Far less turning with this new Beautyrest! Because it stays clean and fresh inside... because it doesn't get lumpy... you do not *have* to turn your Beautyrest so often. Turn it according to your usual custom the first several months, until the felt padding has "leveled." After that, turn it only four or five times a year! Think of the tiring labor this saves you during the years!



New Beautyrest stays clean and fresh inside! Each new Beautyrest has eight ventilators. These ventilators *expel* stale air from inside. And *inhale* clean, fresh air! So the Beautyrest stays dry and sanitary inside.



New Beautyrest lasts 3 times longer than other mattresses tested! We guarantee the new Beautyrest for ten years, but believe its comfort will last far longer under normal use. Together with Beautyrest, four other types of mattresses retailing at \$19.95, \$24.75, \$29.50 and \$39.50... were subjected to being squeezed, crushed, and pounded by a 200-lb. roller at the United States Testing Co., Inc. laboratory, Hoboken, N. J. Even after 489,000 poundings... the Beautyrest showed no signs of breaking down. None of the other mattresses tested stood up *even one-third as long!*

Get the New, Deeper Beautyrest!

VISIT any leading furniture or department store, today. Ask to see this new, *deeper* Beautyrest mattress. Sit on it! Jounce on it! Kneel on it! *Please... please... lie on it!* Compare Beautyrest with any other mattress!

Note the rich covering fabrics, colors, and designs. See how beautifully this new Beautyrest "makes up."

You get this supremely comfortable *new, deeper* Beautyrest at no increase in price. Only \$39.50 (about a penny a night). Easy-payment terms may be arranged.

Don't be surprised when you are shown other mattresses supposed to be "just as good." But, remember...there is only ONE

Beautyrest! It is made by the Simmons Company. To be sure you get it, look for this label. It is no economy to buy something cheaper... when you can have the long years of luxurious comfort you get with a Beautyrest.



The Beautyrest Box Spring is designed especially for use with the Beautyrest mattress. Tailored in new covers to match! Price \$39.50. Or get the Ace Coil Spring at \$19.75. Simmons Company, world's largest makers of quality mattresses, springs, studio couches. Merchandise Mart, Chicago, Ill. New York—San Francisco—Atlanta.

New, Deeper
SIMMONS *Beautyrest* MATTRESS

"LUXURY COMFORT FOR A PENNY A NIGHT!"

FOR

Carefree
Motoring!



CHANGE NOW TO

ACID-FREE

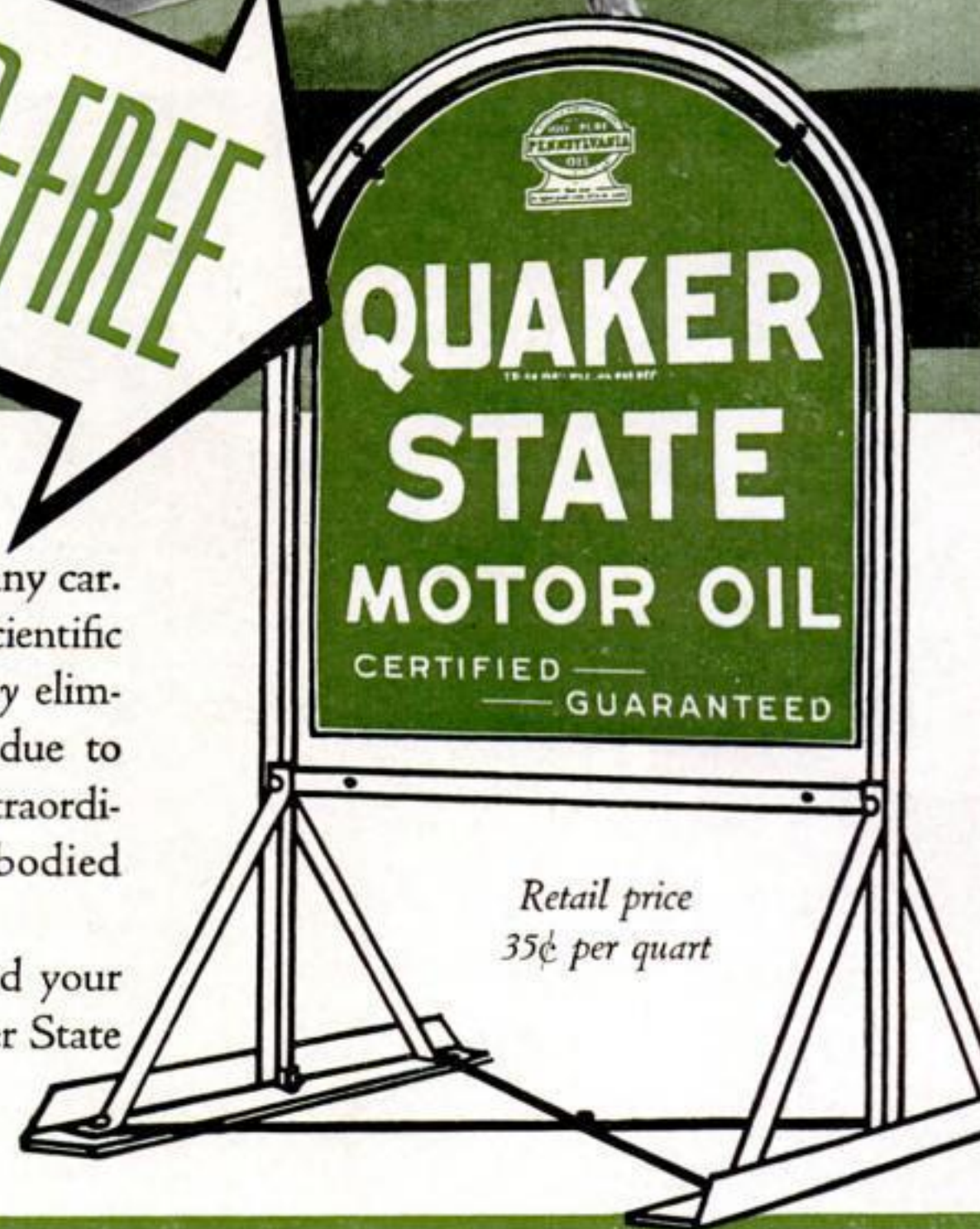
SPRING is here and the open road is sounding an irresistible call. But before you answer, heed the advice of your dealer... "change now to *Acid-Free Quaker State* of the proper grade for Summer driving."

In recommending Acid-Free Quaker State Motor Oil, your dealer is guided by its world-wide reputation for highest quality... plus the fact that his own experience and technical knowledge have proved this

is the *purest* and *safest* motor oil for any car.

Acid-Free Quaker State is a scientific achievement in oil refining. Its *purity* eliminates worry about motor troubles due to sludge, carbon and corrosion. Its extraordinary *resistance to heat* assures full-bodied lubrication at any speed.

Use *Acid-Free Quaker State* and your car will run better, last longer. Quaker State Oil Refining Corp., Oil City, Penna.



THEATER



This white silk-crepe gown has full, deep pleats over the bosom and Gothic drapery which accentuates Miss Hepburn's incredibly small 24-in. waist. This fashion triumph, 28 yd. wide at hem, costs \$225.



Country-luncheon dress of blue-and-white check costs \$125, has pleated ruching at front, neck and sleeves to soften straight lines. Notice the high, tight girdle here and in dress at right to mold waist.

KATHARINE HEPBURN IN FRILLY CLOTHES TRIUMPHS IN NEW PLAY

Several weeks ago when the curtain rang down on the first New York performance of Philip Barry's *Philadelphia Story*, Katharine Hepburn heard for the first time the intoxicating music of approving applause from a first-night Broadway audience. The lanky, coltish thoroughbred whom Broadway had kicked off the track five years ago when she tried to run in *The Lake* delighted the audience with her spirited performance, and became overnight a box-office favorite. The Theatre Guild scored its first, and badly needed, hit of the season.

Philadelphia Story is the tale of Tracy Lord, a pampered, sensitive rich girl. She bungles her first marriage by posturing in the moonlight instead of going to bed. On the eve of her second wedding, she goes bathing *au naturel* with a virile, parlor-pink reporter. When prospective husband No. 2 finds this a bit unorthodox, husband No. 1 performs gallantly and remarries his wife.

To make the role of Tracy Lord both credible and sympathetic, it was essential that Katharine Hepburn be made to look irresistibly seductive every minute she was on the stage. Valentina, who dresses Lynn Fontanne and Katharine Cornell, was called upon to make the clothes. Her creations, designed to give soft, feminine allure to tall, angular Miss Hepburn (whose favorite outfit in real life is a man's suit of clothes) are shown on this and the following page.



Pink and mauve mousseline are intricately draped together to form this soft, flowing \$195 bridal gown. Katharine Hepburn hates all hats, carries this one.

CONTINUED ON NEXT PAGE



This advertisement is taken from a letter received from Mr. C. A. Zimmerman of Topeka, Kansas, a locomotive engineer. Mr. Zimmerman had no reason for writing it other than to express his enthusiasm for Shavemaster.

"Please excuse me for taking up so much of your time BUT..."




... I am a locomotive engineer and my face is exposed to extreme heat, cold, wind, rain, sleet and snow. My beard is very tough and wiry, and grows in whirls so bad it has been impossible for me to shave myself since I was 20 years of age.

"Last December I tried several electric shavers but could not get a shave with them. In January I tried Shavemaster once and bought it immediately.

"Before using the Shavemaster, two and, at the most, three shaves per week was all that my face and neck could stand. With the Shavemaster I have shaved every day and occasionally twice a day and my face and neck have no terror of any kind of weather.

"To say that I am enthusiastic over Shavemaster is putting it very mild, and I wish to thank you for making available this wonderful little machine. Please excuse me for taking up so much of your time."

There must be a reason why men like Mr. Zimmerman write letters like this, and why America's three greatest air lines, American Airlines, Inc., United Air Lines and TWA have all SELECTED Shavemaster as standard equipment on all their planes. It's "tops" in quick, close, comfort-shaves. Get yours today.

THE "INSIDE STORY"

- ★ The ONLY electric shaver by a manufacturer qualified by 50 years' successful experience in BOTH the hair clipping and electric appliance industries.
- ★ The ONLY electric shaver with both a powerful brush-type, series-wound, self-starting Universal motor and a lightning-fast, single-cutter that oscillates in an arc inside a comfortable, smooth shaving head.
- ★ The ONLY electric shaver with a shaving head shaped to comfortably fit every contour of the face, and also screened to pick up the beard the way it grows.
- ★ The ONLY electric shaver with a shaving head screened not only to shave the short beard, but also to pick up curly hairs that often cling close to the neck.



CHICAGO FLEXIBLE SHAFT CO., 5688 Roosevelt Rd., Chicago, Ill. Canada Factory, 321 Weston Rd., So., Toronto ... 50 Years Making Quality Products

Sunbeam

SHAVEMASTER

By the makers of SUNBEAM MIXMASTER, IRONMASTER, COFFEEMASTER, SILENT AUTOMATIC TOASTER, CLIPMASTER, ETC.

Katharine Hepburn's Clothes (continued)



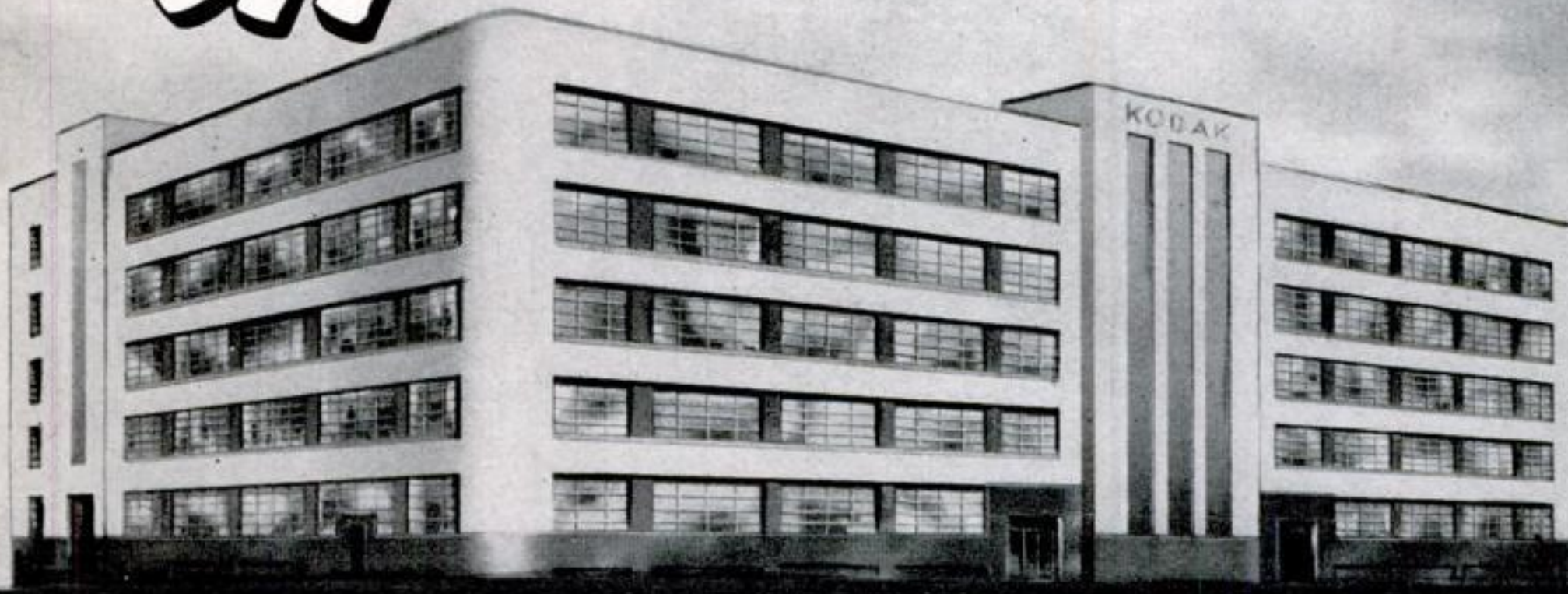
In this play suit Miss Hepburn feels most at home. In out-of-town tryouts, Miss Hepburn appeared in shirt and shorts. On the New York stage she wears a skirt.



A man's suit of covert cloth made by a man's tailor is her favorite off-stage outfit. The horse brooch at her neck is a good-luck pin she wears on and off the stage.

CONTINUED ON PAGE 42

UP GOES EASTMAN'S NEW PLANT



DOWN GO KODAK PRICES

NEW EASTMAN PLANT, extensive addition to camera factory already the largest in the world, as it will appear when completed. Here will be produced the finest precision cameras, made by the largest group of American craftsmen ever assembled in the photographic industry.



JIFFY KODAK SIX-20, Series II

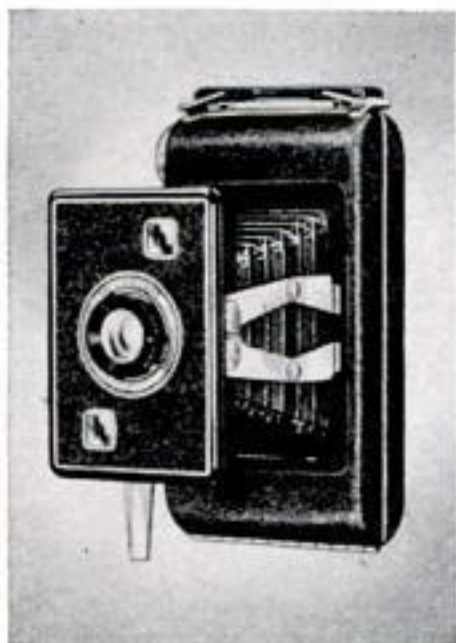
Combines box-camera simplicity with folding-camera style and convenience. Touch one button—"Pop"—Jiffy Kodak opens. Touch another—"Click"—it gets the picture. A really good picture, and a big one—2 1/4 x 3 3/4 inches. Twindar lens, two crowned brilliant finders, easy two-way focusing, refinements that are up to the minute.

~~\$8.50~~ Now **\$7.50**

SIX-20 BROWNIE JUNIOR

Works by the simplest of all picture-taking formulas—"load, aim, shoot." Anyone can make good snapshots from the very start. No adjustment necessary—and no experience. Tested meniscus lens and rotary shutter. Two extra-large ground-glass view finders. Levant-grain covering and decorative metal front. For 2 1/4 x 3 1/4-inch pictures.

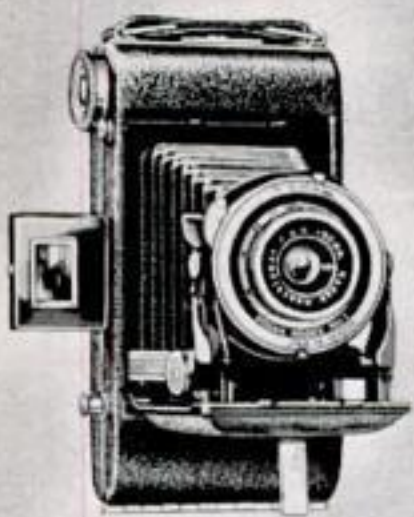
~~\$2.25~~ Now **\$2**



KODAK JUNIOR SIX-16 Series III (f.8.8)

Newest version of a favorite Kodak, with latest styling—features that make photography simpler, faster, surer. Opens and closes at a touch. Body shutter release minimizes camera movement. Folding optical eye-level finder frames your subject as you see it. Kodak Anastigmat f.8.8 lens, 1/100-second shutter. Pictures, 2 1/2 x 4 1/4 inches.

~~\$15.50~~ Now **\$14**



Addition to world's largest camera works, now building, means a substantial saving on your new camera—latest popular models included.

EASTMAN LOOKS AHEAD. With picture making growing beyond all experience—with the need for new cameras forcing production to the limit—an addition to the world's largest camera works, now building, will increase Eastman facilities.

YOU SAVE RIGHT NOW. Manufacturing costs will go down with the opening of the new plant. In a sweeping price reduction, Kodak prices are now brought in line with these lower production costs to come. They come to you in time to prepare for the greatest picture-taking year to date—this year of World's Fairs and unusual vacation opportunities.

Newest, most popular cameras are included . . . these models constitute the Kodak line for 1939. You'll now get a brilliant, versatile, up-to-the-minute camera of Eastman quality at a price much lower than you thought. You'll carry it with pride, find it gives you new skill. See your Kodak dealer today . . . Eastman Kodak Company, Rochester, N.Y.

Any camera is a better camera loaded with Kodak Film. Accept nothing but the film in the familiar yellow box—Kodak Film—which only Eastman makes.



KODAK 35 (f.5.6)

Eastman's sensational new "miniature," with fast Kodak Anastigmat f.5.6 lens and 1/100-second shutter. Built to Eastman precision standards, equipped for both black-and-white and Kodachrome (full-color) photography. Eye-level finder, film-centering mechanism.

~~\$18.50~~ Now **\$14.50**

KODAK BANTAM (f.4.5)

Offers the speed and precision of a fine lens and shutter, plus greatest convenience. Fits the palm of the hand, yet modern photo-finishing methods give you 2 3/4 x 4-inch black-and-white pictures. Also loads with Kodachrome Film for full-color transparencies. Kodak Anastigmat Special f.4.5 lens, 1/200-second shutter.

~~\$27.50~~ Now **\$22.50**



CINÉ-KODAK EIGHT Model 20

Economy movie maker—brings home movies within reach of almost every one. Gives 20 to 30 black-and-white movie scenes—each as long as the average newsreel scene—on a roll of film costing \$2.25, finished, ready to show. Also for color movies on Kodachrome Film.



~~\$32.50~~ Now **\$29.50**

Only EASTMAN makes the KODAK

EXAMPLES OF OTHER PRICE REDUCTIONS

BROWNIES

	WAS	NOW
Six-16 Brownie Junior	\$2.85	\$2.35
Six-20 Brownie	3.10	2.85
Six-16 Brownie	3.75	3.25
Six-20 Brownie Special	4.00	3.75
Six-16 Brownie Special	4.50	4.25

KODAKS

Jiffy Kodak Six-16, Series II	\$9.50	\$8.25
Kodak Junior Six-20, Series II, Single lens	8.75	7.75
Kodak Junior Six-20, Series II, Bimat lens	11.00	10.00
Kodak Junior Six-16, Series II, Single lens	10.25	9.25
Kodak Junior Six-16, Series II, Bimat lens	12.75	11.50
Kodak Junior Six-20, Series III, K.A. f.8.8 lens	13.50	12.50
Kodak Junior Six-20, Series III, K.A. f.6.3 lens	16.00	14.50
Kodak Junior Six-20, Series III, K.A. f.4.5 lens	25.00	22.00
Kodak Junior Six-16, Series III, K.A. f.6.3 lens	18.00	16.00

Kodak Junior Six-16, Series III, K.A. f.4.5 lens	\$29.50	\$25.00
Kodak Senior Six-20, K.A. f.7.7 lens	17.00	15.00
Kodak Senior Six-20, K.A. f.6.3 lens, Diomatic shutter	21.00	19.00
Kodak Senior Six-20, K.A. f.4.5 lens	28.00	25.00
Kodak Senior Six-16, K.A. f.7.7 lens	19.50	17.50
Kodak Senior Six-16, K.A. f.6.3 lens, Diomatic shutter	24.50	22.50
Kodak Senior Six-16, K.A. f.4.5 lens	32.00	29.00

MINIATURES

Kodak Bantam, Kodalinear f.8 lens	\$4.75	\$3.95
Kodak Bantam, K.A. f.6.3 lens	9.50	8.50
Kodak Bantam, K.A. f.5.6 lens	16.50	14.00
Kodak 35, K.A. f.4.5 lens	29.50	24.50
Kodak 35, K.A. Special f.3.5 lens	39.50	33.50

GOING TO THE NEW YORK FAIR?

Be sure to take your Kodak. Stop at the Kodak Building, where Eastman experts will advise you what to take and how to take it. And there you'll see the unique and gorgeous Cavalcade of Color—the GREATEST PHOTOGRAPHIC SHOW ON EARTH. Nothing like it has ever been seen before. Don't miss it.

LONGINES

The World's Most Honored Watch

In any language



Mais Oui—Longines! Si, Si—Longines! Da—Longines! Yes—Longines, in any language, is—the World's Most Honored Watch! The knowledge is universal that Longines has won—10 World's Fair Grand Prizes, 28 Gold Medals, more Observatory Accuracy Awards than any other timepiece. And the World knows why—because it knows the accuracy, beauty and dependability of Longines Watches. Authorized Longines Jeweler Agencies sell Longines Watches priced \$40 to \$4000.

At N. Y. WORLD'S FAIR visit the great LONGINES - WITTMANER "Time & Space" Building exhibiting the thrilling spectacle, "Time and Space", created by the AMERICAN MUSEUM OF NATURAL HISTORY



LONGINES

The World's Most Honored Watch

WINNER OF 10 WORLD'S FAIR GRAND PRIZES—28 GOLD MEDALS

(continued)

Katharine Hepburn's "Philadelphia Story"



At a family council consisting of mamma, brother, pesky sister and Uncle Willie, Tracy Lord (Katharine Hepburn, in shorts) discusses plans for her second marriage.



After a brief icy swim, Tracy lies limp in the arms of the handsome reporter (Van Heflin). Accidentally they encounter husband No. 1 (left) and her husband-to-be.



"Men are wonderful," says Tracy after reporter tells her her virtue is intact not because she is unattractive but because there are rules about wine and seduction.

Challenge to ELECTRIC SHAVERS!

DON'T take the word of the thousands of men who sing the praises of SET-UP... PINAUD'S revolutionary new preparation created especially for electric shavers!

Challenge us to prove... on your own whiskers... that even barb-wire beards are a set-up for SET-UP! Rub Pinaud SET-UP lightly on your beard before you shave. See how it instantly makes every bristle stand up in the correct position for faster, closer, irritation-free electric shaves. Note how clean and fresh your face feels!

Go today to the nearest drug or department store for your special trial bottle of Pinaud SET-UP. Look! You get two weeks of face-happy electric shaves... and a coupon good for 10¢ on the regular bottle... all for 10¢

SET-UP

Mail coupon at once if your dealer can't supply you.

PINAUD L-3
220 East 21st Street, New York City
I accept your challenge! Here's 10¢ for a trial bottle of SET-UP and coupon good for 10¢ on the regular bottle.
Name _____
Address _____
City _____ State _____
My Dealer is _____

PINAUD

NEW YORK PARIS LONDON

MAKE "FAIR" PICTURES

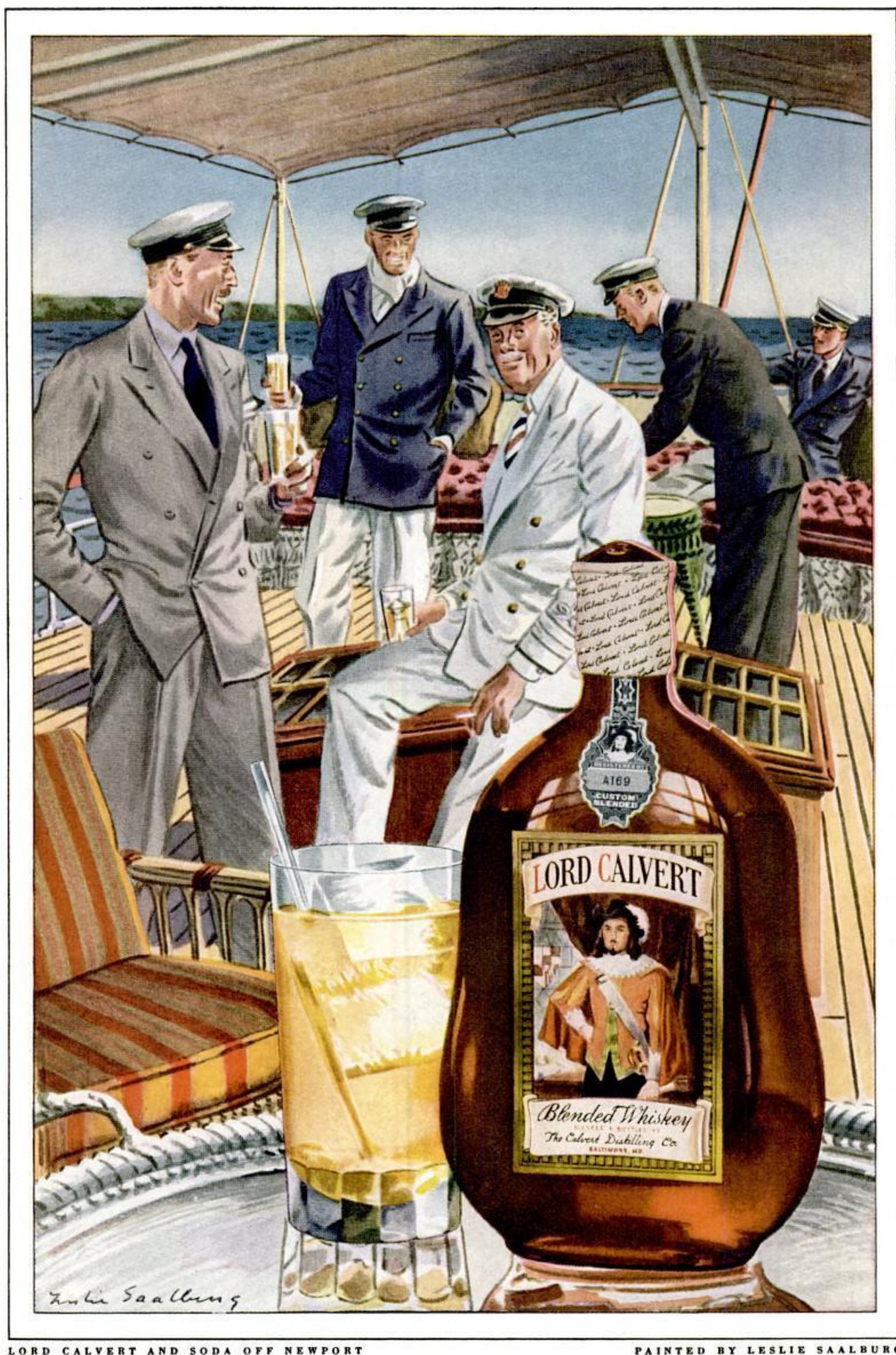
perfect PICTURES



take a WESTON along!

Don't return from the fair and find that many of the pictures you took are worthless or disappointing... incorrectly exposed. Before you start your trip, get a WESTON Exposure Meter. Then you can be sure that every still or movie you take, even your color pictures, will be brilliant and life-like... pictures you'll treasure and be proud to show. This tiny and inexpensive meter tells exactly what camera settings to use for any picture, in or out-of-doors. Used by amateurs everywhere. See the WESTON at your dealer's today, or write immediately for complete details. Weston Electrical Instrument Corporation, 630 Frelinghuysen Avenue, Newark, N. J.





LORD CALVERT AND SODA OFF NEWPORT

PAINTED BY LESLIE SAALBURG

LORD CALVERT... PRODUCED IN LIMITED QUANTITY ONLY

Lord Calvert is "Custom-Blended" for the expert enjoyment of those who can afford the finest. Supremely smooth and mellow, it is the most expensive whiskey blended in America. Every bottle is numbered and recorded at the distillery by Calvert.

Bottled at 86.8 Proof. Copr. 1939 Calvert Distillers Corp., Chrysler Bldg., N. Y. C. Lord Calvert "Custom-Blended" Whiskey — 86.8 Proof. The straight whiskeys in this product are four or more years old. 30% straight whiskeys; 5% other whiskey, 18 years old; 65% grain neutral spirits. 20% straight whiskeys four years old, 10% straight whiskeys 10 years old, 5% other whiskey 18 years old.

THE ROBINS COME



North at pussywillow time, robin sings challengingly to establish his right to his territory.



In the South, in February, the robin perches on a holly bush, thinks of heading North.

The best-loved bird in America is a black-headed, grey-backed, red-breasted creature that early settlers insisted on calling a robin. For years naturalists fumed that it was not the robin the settlers had known in Europe. It was a thrush, *Turdus migratorius*, a relative of the European robin which is very much smaller. By now the naturalists have given up. To America, *Turdus migratorius* is a robin and a true harbinger of spring. Though some robins stay North all winter, millions and millions of them fly up from the South just as winter begins to break.

People like the robin because he is friendly, cheerful and comes back year after year to the same tree or garden. Though four out of five robins or robin's eggs are destroyed every year, it is still one of America's most abundant birds. For these pages, LIFE commissioned Roger Tory Peterson, of the National Association of Audubon Societies, to paint the life of the robin who, at this time in the latitude of New York, is already hatching its pretty eggs.



His female arrives usually a few days later, often is last year's mate. Her color is duller than his.



A rival suitor, often a young bird, tries to muscle in. But the male (upper right) grows fierce and pugnacious, chases the intruder away.



Four eggs, laid one a day, is the usual clutch. The female has done most of the nest-building work.



The female starts brooding after she has laid all her eggs. The male keeps her company but seldom helps.



A cowbird, who never builds a nest, lays her speckled egg in the robin's.



The cowbird's egg is often tolerated in other nests. But the robin drops it to the ground (left).



The young are hatched within two weeks. Naked, gawky, skinny, these funny three-day-olds have big orange mouths and tremendous appetites.

The robin "listening" for a worm is really looking, cocking his head thus to focus with one eye.

Catching worms, best in morning or after rain, is a back-breaking job at any time. The robins also eat insects and berries.



The fledglings grow up with big speckles on breasts. They have learned to be quiet at a warning chirp, even when hungry.



A good father, the robin watches his young for two weeks after they leave the nest. The female builds a new nest or relines the old one and lays her second clutch of eggs.

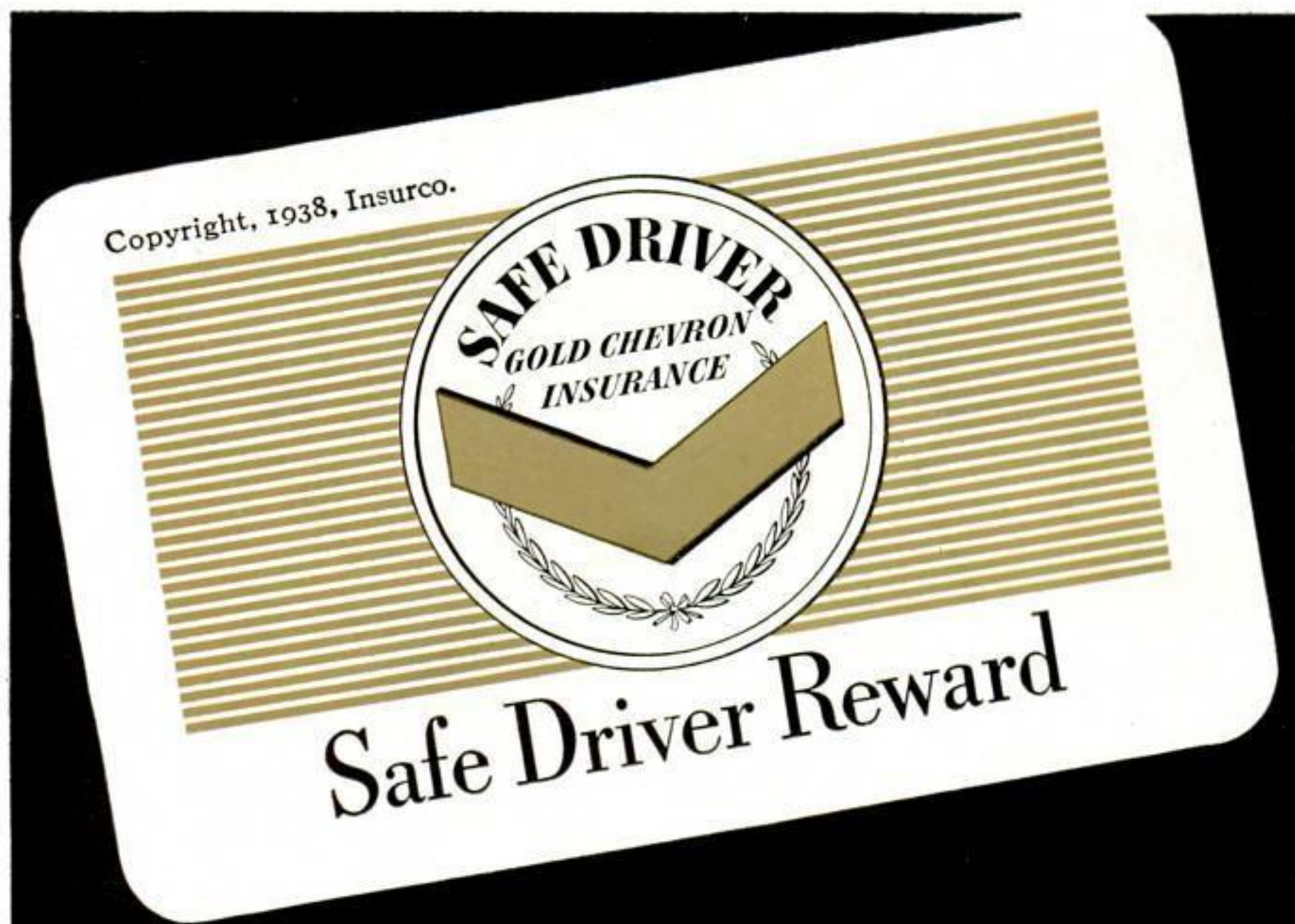
First flight comes in a fortnight. One by one, the baby robins flutter from the nest. Once out, they never return.

By July, when the second brood of baby robins has learned to live pretty much on its own, the parents abandon their nest. They are no longer a devoted couple. After a while, the fledglings lose their speckles. As summer ends, the robin begins to look southward, chirping excitedly as flocks begin to wing by. He joins one and by November he is in the South, living in a huge flock, growing fat on berries.

Hunters used to slaughter robins in their winter roosts and sell them for food. However, the law now protects the birds. In the South, the robin is not the bright-breasted, cheerful bird that Northerners know. He is wild and suspicious and never sings. Not until spring approaches does the color come back to his breast and his happy song start up again.

When the leaves are gone, the robin's color is less brilliant. He heads South, joins the big flocks in flight to warmer places.





GOLD CHEVRON INSURANCE PAYS ITS FIRST CASH REWARDS TO SAFE DRIVERS

\$5,600,000 Awarded this Year

This Gold Chevron Reward Card is given to each reward winner in recognition of his consideration for the lives and property of others.



G. O. Lynch, reward winner of Los Angeles, Calif., says: "When I buy insurance I look for sound protection at reasonable cost. My Safe Driver Policy gives me both. Now it really *pays* to drive safely."



Benjamin Savignac, winner of St. Louis, Mo., says: "Never had an accident with my car in sixteen years. Now, under the Safe Driver Reward Plan, I'm cashing in on my careful driving. I'm all for it."



Mrs. J. S. Cafiero, Safe Driver reward winner of Savannah, Ga., says: "I am going to urge my friends to buy a Safe Driver Policy which pays Cash Rewards to those with twelve-month no-accident driving records."

● 950,000 Gold Chevron policyholders in 35 states, whose records during twelve months prove they are Safe Drivers, will receive \$5,600,000 in Cash Rewards this year from the stock casualty insurance companies listed below.

Ask the agent of any company listed below, or your broker, about the *four special features* of a Safe Driver policy:

1. How it gives you maximum protection—which after all is your reason for buying insurance.
2. How it is backed by the finest agency *service* staff comprised of specially trained insurance men.
3. How it offers private passenger car owners *guaranteed Cash Rewards for Safe Driving*.
4. How it provides a powerful incentive for one of the most important safety crusades of our time.



W. S. McEachern, lawyer reward winner, says: "I cannot speak too highly of the work toward greater highway safety which my agent, through the Safe Driver Reward Plan, is helping to further."



Mrs. E. Larson, reward winner, says: "As a woman driver, I am proud of the Safe Driver Card I have received from my insurance agent. It is something everyone will appreciate getting. My Cash Reward comes in handy."



Harry A. Spilker, manufacturer, says: "Never an accident for twenty-five years. This is my first reward for careful driving. I am very gratified and think the plan is a splendid idea to promote safety."



Bernard H. Nordmann, middle-western publisher and Safe Driver reward winner, says: "My Safe Driver Policy paid me a cash return for careful driving. My Gold Chevron Reward Card has been envied by all who have seen it."

The Safe Driver Reward Plan is Offered by the Following Stock Casualty Insurance Companies:

Ætna Casualty and Surety Company
Ætna Life Insurance Company
American Surety Company
Bankers Indemnity Insurance Company
Century Indemnity Company
Columbia Casualty Company
Eagle Indemnity Company
Fidelity and Casualty Company

Fireman's Fund Indemnity Company
Glens Falls Indemnity Company
Globe Indemnity Company
Great American Indemnity Company
Hartford Accident and Indemnity Company
London Guarantee and Accident Co., Ltd.
London & Lancashire Indemnity Company
Maryland Casualty Company

Massachusetts Bonding and Insurance Company
New Amsterdam Casualty Company
New York Casualty Company
Occidental Indemnity Company
Ocean Accident and Guarantee Corp., Ltd.
Phoenix Indemnity Company
Royal Indemnity Company

Standard Accident Insurance Company
Sun Indemnity Company
Travelers Indemnity Company
Travelers Insurance Company
United States Casualty Company
United States Fidelity and Guaranty Co.
Zurich General Accident and Liability Insurance Co., Ltd.

In New York State, ask your agent or broker about the Preferred Risk Rating Plan used by these companies.

Copyright, 1939, Insurco.

SPORTS



The diving roll is an elementary stunt. Taking two or three steps forward for speed on the take-off, girl dives over kneeling teammates. She breaks fall with her hands and

arms, tucks head in, lands on back of shoulders and rolls to her feet. To be a member of the tumbling team is the highest honor a girl can achieve at the Oakdale High School.



A simple pitch is a little harder. The diver here coming from right to left puts her hands on the under-girl's knees, throws her legs straight up and over, lands safely on her

feet. The under-girl helps by bracing the diver's shoulders. The diver, in turn, must be careful not to land on her teammate's face. Below: an arm-and-arm balance goes wrong.



SCHOOL GIRLS TUMBLE TO FAME ON CALIFORNIA TOUR

The pretty girls on these pages, doing giant pyramids and hand balances, are tumblers at the Oakdale Union High School, Oakdale, Calif. This spring they are performing up and down the Pacific Coast, at the Oakdale Almond Festival, at San Francisco's World's Fair, at schools and clubs in the San Joaquin Valley. Wearing brief blue-and-gold trunks and yellow blouses, they do their stuff with infinite grace and beauty, attract thousands of spectators who have never before seen a tumbling exhibition.

Tumbling can be a difficult and dangerous sport. Stunts like back somersaults with full twists, flip-flops, and layouts require springy muscles and tremendous energy. They are generally done only by vaudeville and circus performers and in some of the big college meets. What these girls do is much more simple. Their tricks consist of rolling and diving, of cartwheels and forward somersaults, of pyramid formations in fantastic shapes and sizes. The act is colorful and exciting, but the girls seldom take dangerous spills on their heads or backs. Never has anyone been seriously hurt.

Tumbling is popular because the girls think it is a pleasant way to develop a good figure. When stomach muscles are strong, there will be no need for girdles. Girl tumblers are also discovering that they have achieved perfect body control, that even when they get seasick or dizzy they never stagger.

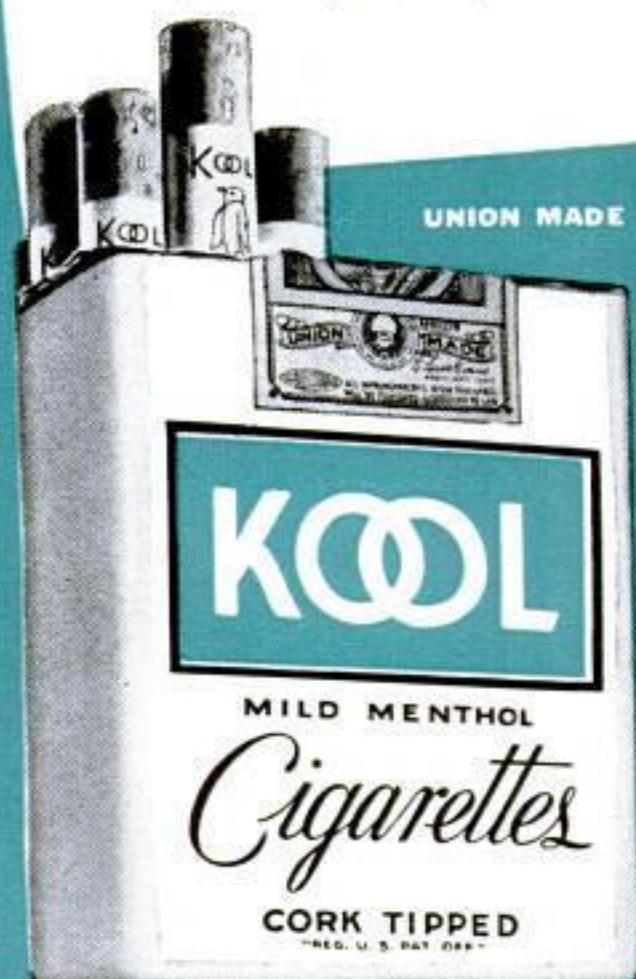


A foot-to-shoulder balance is maintained with hand-to-hand support in an easy stunt. A good under-girl can often hold aloft a clumsy tumbler who is incapable of balancing alone.

CONTINUED ON NEXT PAGE

YOU GET A CHANGE WEEK-ENDS

.....give your
throat a change
too...with KOOL



All week long you keep an eye on business. But when Saturday comes, we say *forget it*, and put your eye on some fun and relaxation! Make it a change *all* around ... switch from your regular cigarettes to **KOOL** and give your throat a break! There's just the right touch of mild menthol in 'em to make your mouth and throat feel mighty cool and refreshed. Try a pack! This week-end idea works!

P. S. Week-ends or 7 days steady ...
KOOL feel soothing to your throat.

Tune in Tommy Dorsey and his orchestra. Every Wednesday evening, coast-to-coast NBC Red Network.

VALUABLE COUPON ON EACH PACK...FOUR EXTRA IN CARTONS

Good in the United States for dozens of worthwhile premiums like these



Gold Stripe stockings by Gotham. New twist for longer wear. 125 coupons.



FREE. Write for illustrated new edition B & W premium booklet, No. 16. Address the Brown & Williamson Tobacco Corp., Box 599, Louisville, Kentucky.



Amber Road Lamp by Unity. Powerful mist or fog piercing lamp. 350 coupons.

B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO

Girls' Tumbling (continued)



A tumbling formation teaches the girls how to do a handstand. This stunt requires good balance, strong wrists and shoulders. While the Oakdale team does tricks, a 12-piece dance orchestra, featuring snare and bass drums, plays swing music.



A pyramid looks hard, but is really easy. Heaviest pressure is on the girls kneeling. On their backs are girls doing off-center handstands. Top girl is the lightest and most agile. She must climb up without throwing the pyramid off balance.

...for those who want the best



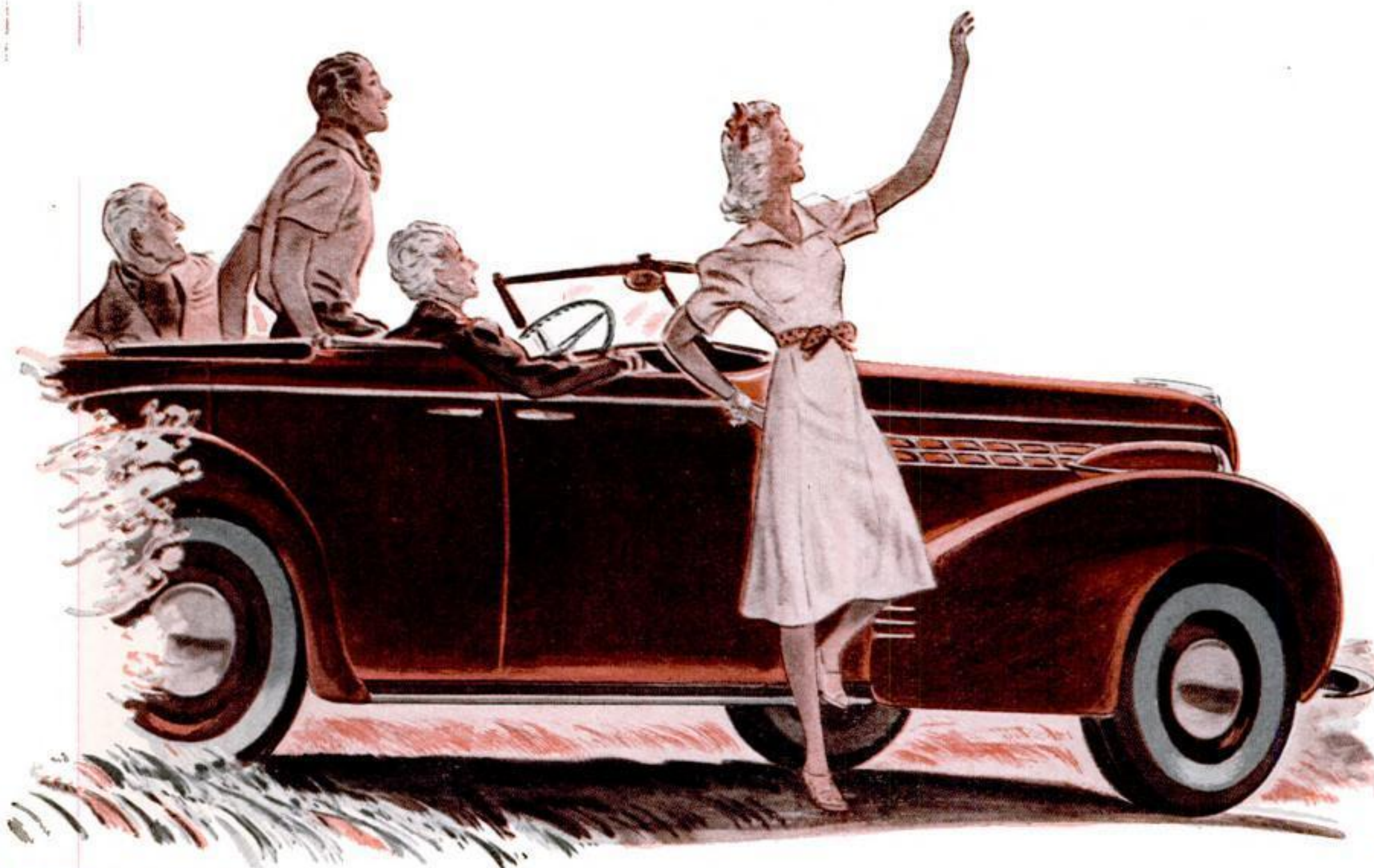
A great new luxury gasoline.

For you motorists *who want the best*...Texaco offers a great new *luxury* gasoline...Texaco *SKY CHIEF*. The instant you try *SKY CHIEF*, you'll know that you command a supremely fine gasoline, a gasoline that gives your car a *greater range of performance*.

Try *SKY CHIEF* on a tough hill. You'll seem to fly up to the top...easily...*quietly*...without the old stuttering near the crest. Try it in traffic. You slip through...with less shifting of gears. Try it on the open road. Its smooth surge of power will thrill you.

SKY CHIEF brings you *luxury* driving. Yet it costs no more than other premium gasolines. Get it at your Texaco Dealer's.

FACTS (for the technically minded)...VOLATILITY: *SKY CHIEF* combines an instant and sustained volatility which gives record quick-starting and acceleration...without tendency to vapor lock. ANTI-KNOCK: Its extremely high anti-knock quality permits a higher peak of efficiency and power without knock or ping. ECONOMY: Because you get more work from a given amount of gasoline, there's a distinct saving. *SKY CHIEF* shortens miles, stretches gallons, flattens hills.



Copyright 1939, by The Texas Company

TEXACO *Sky Chief*

SKY CHIEF sells for about half the price you paid in 1920 for the then regular gasoline, illustrating the continued success of the petroleum industry in providing the public with better products at lower prices.

...for those who want the best

Texaco Dealers invite you to tune in The Texaco Star Theatre—a full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 E.S.T., 8:00 C.S.T., 7:00 M.S.T., 6:00 P.S.T.



Strange facts ABOUT Symbols

One afternoon during the Reign of Terror, two men sat at separate tables on the terrace of a modest Parisian cafe.

From the crowded streets came shouts of violence. Cries of "Death to



the aristocrats" rose from the ragged mob behind the tumbrel cart and its royalist victims riding to the guillotine.

"Citizen!" smiled one of the men, as he lifted his staff, "I drink to the soul of France!"

There came a long roll of distant drums.

"Citizen," answered the other, lifting his staff in turn, "My heart echoes your prayers."

Not one treasonable word had been spoken—yet each knew that the other was not a revolutionary, but at heart a loyal subject of king and queen. What unknown symbol did they exchange? Their secret was so simple, so obvious, that no one had ever noticed—it was merely that the heads of their walking sticks were oddly shaped. Even if you examined them, you would find nothing wrong with the sticks—but hold them in the light, cast their shadows on the wall and then you could see for yourself the profile of Louis XVI or Marie Antoinette. Symbols of loyalty!

A symbol is defined by the Columbia Encyclopedia as a visible object representing to the mind the sem-

Back of this Label
is that
*Famous Flavor**

...FOUND ONLY IN SCHLITZ

All beers contain hops and malt. Yet some brands seem bitter; others sweet. *That famous flavor* found only in Schlitz embodies the tang and goodness of true beer without the bitterness of the hops or the sweetness of the malt. For almost a century America has preferred this crowning achievement of the brewing art—a beer so fine that it made a city famous.



Copyright 1939 JOS. SCHLITZ BREWING CO., MILWAUKEE, WISCONSIN

THE BEER THAT

blance of something which is not shown but realized by association with it. A precise way of describing a colorful and stirring phenomenon.

For thousands of years the Chinese have used a symbolic alphabet. Their characters do not stand for letter-sounds as our letters do, but for ideas; and often their symbols are not only appropriate but rich in ironic wisdom.

Take, for example, this figure —



an ideograph that stands for "trouble." Can you fancy why? It is a symbol of two women under one roof, and to Oriental experience that has spelled trouble for uncounted centuries.

We in the Western world have put many of our ideals into symbols. To



(a) A lion rampant, one of the earliest armorial symbols in heraldry. (b) Welby, a potter of 1790, his mark. (c) Insignia of Hans Kraut, builder of fancy furnaces in 1590.

us, white means purity; the lion, courage. The dove stands for peace and the wedding ring is a symbol of endless felicity.

Long before the era of automobiles and airplanes, a now universally known symbol came into being. Quickly Americans learned to trust it and believe in its meaning—a token as trustworthy as the hall marks of fine silver, representing the maker's pride as truly as the marks of master builders

(d) Symbol of Mylne family, famous castle builders of 15th Century. (e) Frankish drinking horn, symbolizing abundance. (f) An early silversmith's "hall mark."

carved in the stones of old cathedrals.

Millions of people all over the world see in the Schlitz globe the pledge of uniform quality and that famous flavor. It has become one of the oldest, best-known emblems of good faith between seller and buyer, the sign and seal of quality.

For almost one hundred years this famous beer has stood for modern perfection in the ancient art of brewing—skill and experience and infinite



attention to detail, united in the blending of *that famous flavor*—pledged and identified by the familiar symbol that makes you confident when you serve Schlitz.

The makers of Schlitz asked one of America's top-ranking editors—an author of best-selling fiction in his own right—to tell this romance of symbols.



Dry... NOT SWEET... NEITHER IS IT BITTER



* That famous flavor of Schlitz comes to you intact in every bottle. *Here's why:*

The air that sustains life can destroy the flavor of the beer *if sealed in the bottle.*

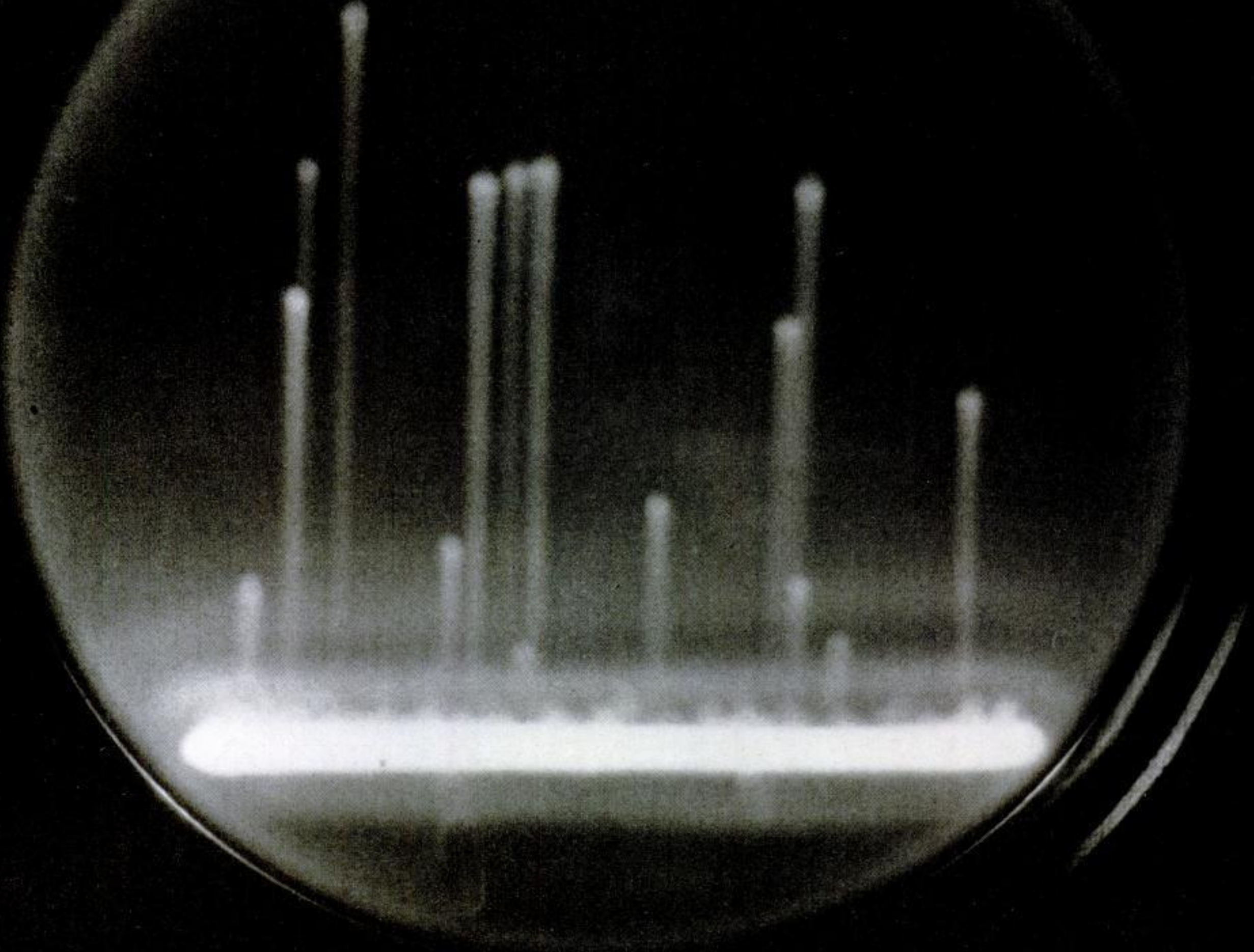
**SO — WE TAKE THE AIR OUT
OF THE BOTTLE AN INSTANT
BEFORE WE PUT THE BEER IN.**

An amazing new method that assures you brewery-fresh goodness *always.*

Schlitz pioneers again!

MADE MILWAUKEE FAMOUS

SCIENCE



BURSTS OF TREMENDOUS ENERGY LIBERATED BY SPLITTING URANIUM ATOMS ARE RECORDED BY THE RISING LINES ON THIS FLUORESCENT SCREEN CONNECTED WITH CYCLOTRON

SCIENTISTS SPLIT URANIUM, CREATE RECORD DISCHARGE OF ATOMIC ENERGY

IN 50 years the picture above will probably be among the most famous in the archives of science. Today it is proof that physicists at Columbia University are able to split uranium atoms and liberate an energy of 200,000,000 electron volts from each atom—the largest conversion of mass into energy ever obtained by man. A molecule of TNT, one of the most powerful explosives, liberates only five electron volts per atom when it breaks up.

The Columbia announcement, made recently, coincided with similar discoveries in laboratories in Washington, Germany and Denmark and gave added impetus to atomic research. Chief atom-smashers at Columbia were Nobel Prizeman Enrico Fermi and Professor John R. Dunning. They split the uranium atoms with a 150,000-lb. cyclotron. This machine is composed of two hollow D-shaped electrodes and a huge electromagnet which produces a strong magnetic field perpendicular to the electrodes. Ionized hydrogen atoms are fed into the center of the electrodes. Because the potentials of the latter change 15,000,000 times a second, the atoms are alternately kicked to one side and then the other. The magnet pulls them in circles. Net result of all these kicks is that the atoms spiral outward at up to 25,000 miles per second and finally hit a target covered with lithium, producing neutrons, which in turn hit and split uranium atoms on a second target. This disintegration liberates the 200,000,000 electron volts.

To scientists, the experiment is an important step toward finding out what matter is made of and what holds it together. To people who dream of power plants run by atomic energy, physicists reply that these discoveries may mean that a new age of power is 50 years away or just around the corner.



Nobel Prize Winner Fermi (*center*), Professors Dunning (*right*) and D. P. Mitchell discuss results. Cyclotron consists of the horseshoe magnet and electrodes between flat tanks.

CONTINUED ON PAGE 54

A "PERFECT SLEEPER"



"The master is resting"—after a strenuous Sunday morning in the nursery. And no wonder he was off to the Land of Nod the minute he crawled, willy-nilly, onto the family bed and met the gentle caress of the PERFECT SLEEPER mattress. . . . For the PERFECT SLEEPER lures sleep as nothing else can! It is *completely* TUFTLESS — perfectly smooth-surfaced — evenly resilient — lastingly shape-holding — unbelievably long-wearing! No stitched-through cords (tufts), not even hidden ones, beneath the ticking as in some so-called "smooth-top" mattresses. No dust-catching pits and grooves. No bulging puffs.

AVOID IMITATIONS. Get the "inside story" before you buy a mattress. . . . See the PERFECT SLEEPER

interior-view model at your bedding or department store. PERFECT SLEEPER construction is *patented* — exclusive. Search the whole world over, there is nothing else like it! The moment you see it, you will realize it is *different*. It is even posturized — made slightly firmer across the center where the weight is greatest; fits body-curves evenly, smoothly, *restfully*. Available in a variety of tickings.

Other genuine Serta-Sleeper patented tuftless mattresses include the TINY SLEEPER, for youngsters, at \$9.75; RESTAL-KNIGHT, \$29.75; SMOOTH-REST, \$24.75; SMOOTHIE, \$19.75. Tufted mattresses and box springs include the COILUX at \$29.75; the SENECA at \$24.75; the GOLD COAST at \$19.75. Send for pictures, descriptions and prices of Serta-Sleeper Mattresses, Springs, Lounge Beds and Studio Couches.

Serta-Sleeper Associates, 666 Lake Shore Drive, Chicago
30 Factories from Coast to Coast and in Canada



NEW SERTA STOCKHOLM LOUNGE BED

Full 33-inch tuftless mattress on box-spring base. Zippered mattress slip-cover conceals made-up bed ready for instant use. Complete bed comfort—no makeshift.

Perfect Sleeper

INNER-
SPRING

MATTRESS \$39

50 (WEST COAST and
CANADA, \$42.50)
It's genuinely TUFTLESS
EXCLUSIVE—PATENTED

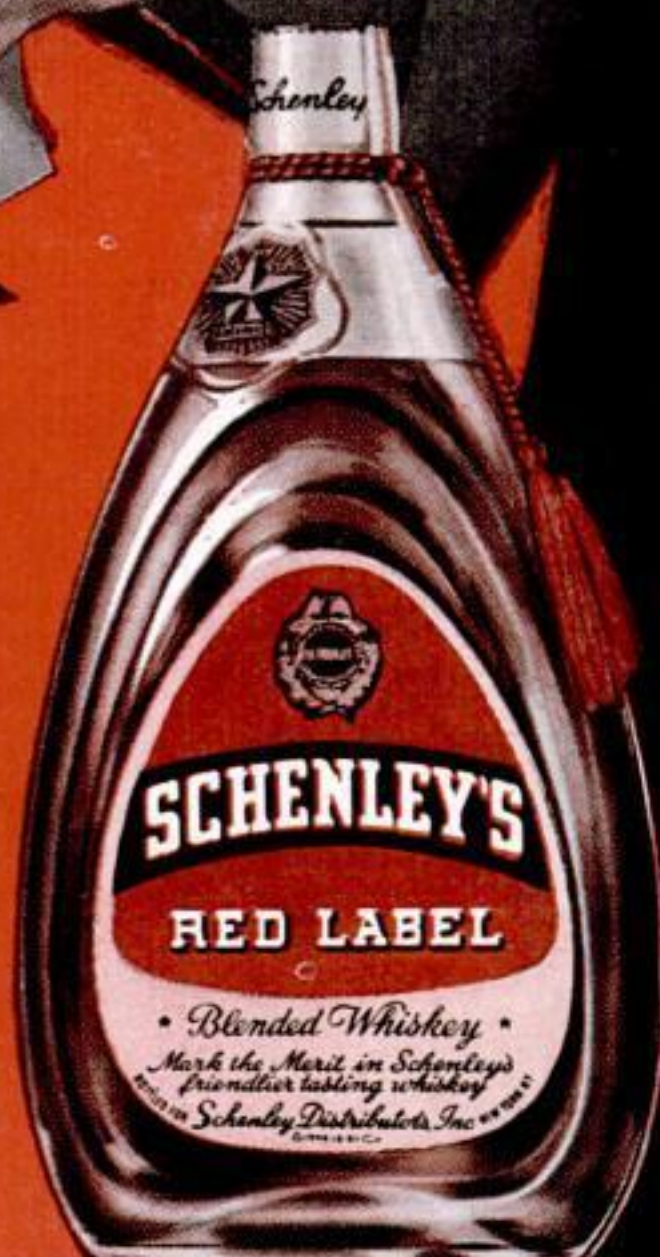
America today wants light whiskies

**"LIGHT"
IS
RIGHT**

**Schenley's Red Label
has just the right lightness—
yet is full 90 proof!**

When you're pleasure bound remember that the big swing today is to *light* whiskies! Here's evidence: Friendly* Schenley's Red Label is growing fast with people who know that "Light" is Right. Try this smooth, light whiskey today, you'll agree: "Light" is Right!

For lightness, plus more pronounced flavor, try Schenley's BLACK LABEL Blended Whiskey. 90 proof, 65 per cent grain neutral spirits.



*Friendly to your taste

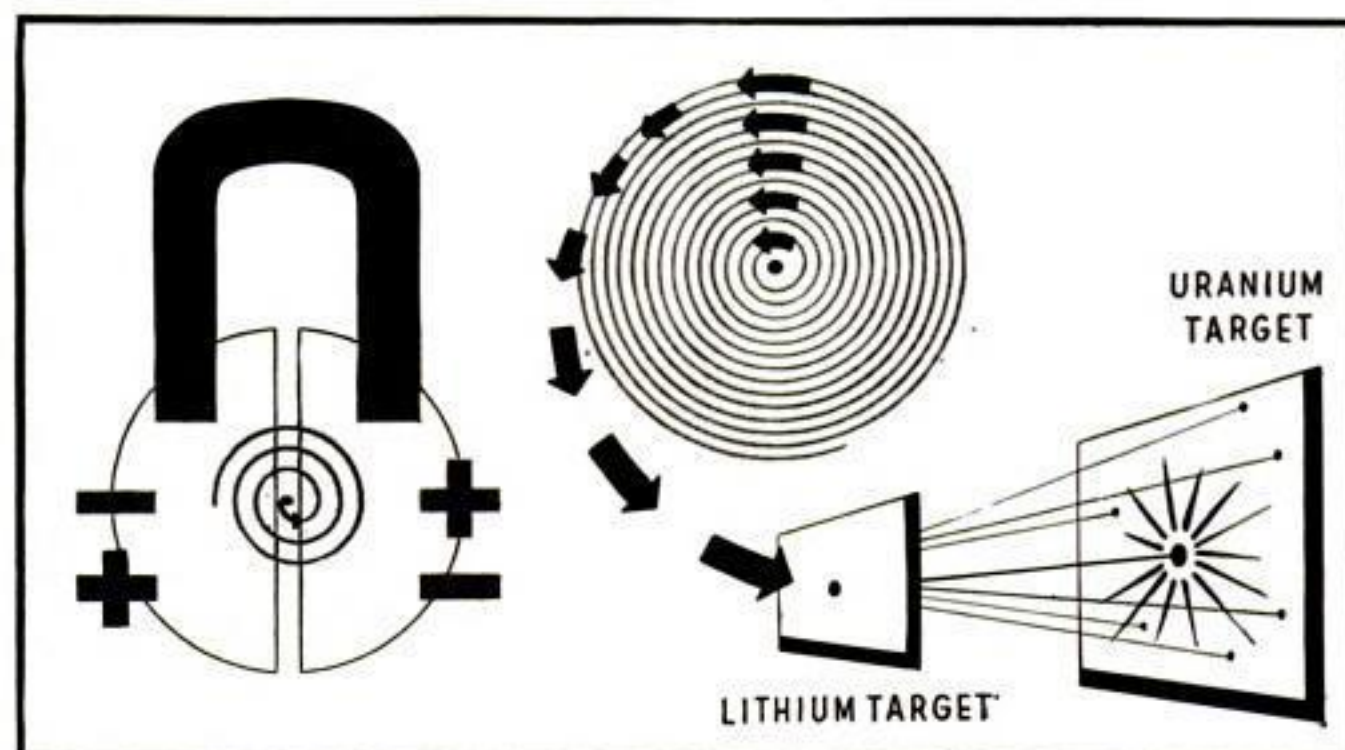
SCHENLEY'S
Light
RED LABEL

SEVENTY PER CENT GRAIN NEUTRAL SPIRITS—BLENDED WHISKEY—COPR. 1939, SCHENLEY DISTILLERS CORP., N. Y. C.

Atom Energy (continued)

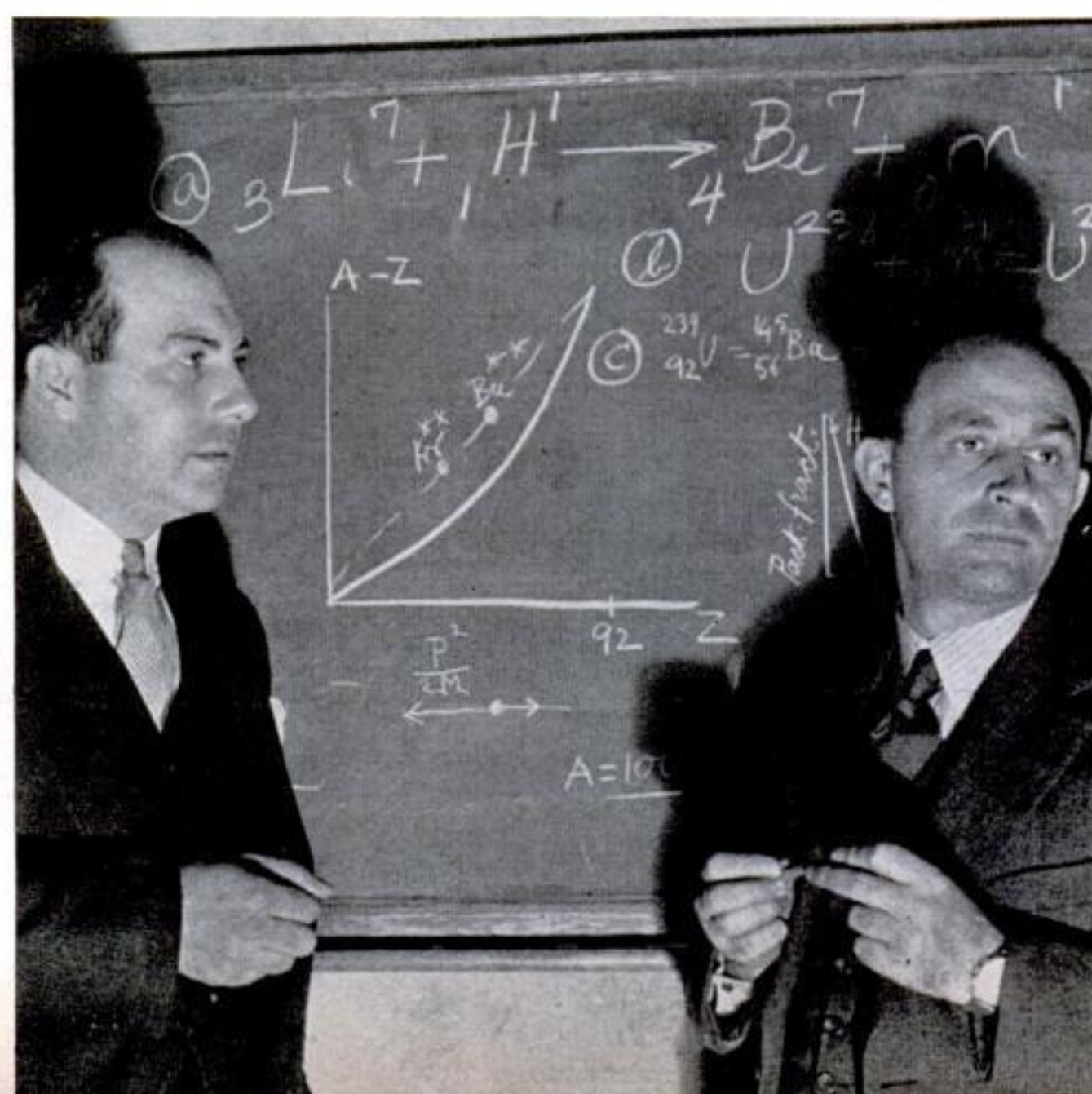


Target for the neutrons from cyclotron is metal disc covered with uranium powder. Each uranium atom, split by a neutron, releases 200,000,000 electron volts of energy.



Ionized hydrogen atoms are fed into cyclotron in center of hollow D-shaped electrodes. The potential at each electrode switches from minus to plus 15 million times a second to give atoms forward kick as they cross the gap. The magnet swings them in circles and the atoms spiral outward (right). They finally hit a lithium target producing neutrons which in turn split the uranium atoms on second target.

PROFESSORS DUNNING AND FERMI DISCUSS ATOM-SPLITTING EQUATIONS



What new name in shoes puts more cents in your shoe dollar?

the answer is

Roblee



"BET AH'LL BE SHINING UP LOTS OF THESE SHOES 'FORE LONG!"



FEATURES *never before at these prices*
\$5.00 to \$6.50

WHAT FEATURES?

Here's Feature No. 1—Helps make you walk like a West Pointer—toes straight ahead—feel a half-inch taller.... It's the Tread Straight feature in the \$5.00 Roblee, a special construction in heel and shank does the job.

Here's Feature No. 2

—Patented cushion takes out the bump, adds the bounce to walking.... ventilates the sole yet insulates against hot pavements or cold.... It's the Air Step feature now yours in the \$6.50 Roblee!

Style?—Authentic—always on the Newport side, never Coney Island.

Fit?—Like a friendly handshake. Every pair registered.

But How About Wear?

Probably a dollar's worth more than you've been getting for the same money.... Because a company that's made 300,000,000 pairs knows how to build in wear.

Where Can I Get Roblees?

Wherever you see the sparkling new red-and-blue Roblee sign. Made by United Men's Division, BROWN SHOE COMPANY, St. Louis.

You'll be proud of your feet
in these new Roblee Windsors for Spring—
with the Air Step feature . . . \$6.50



It's time to change to Summer Mobiloil



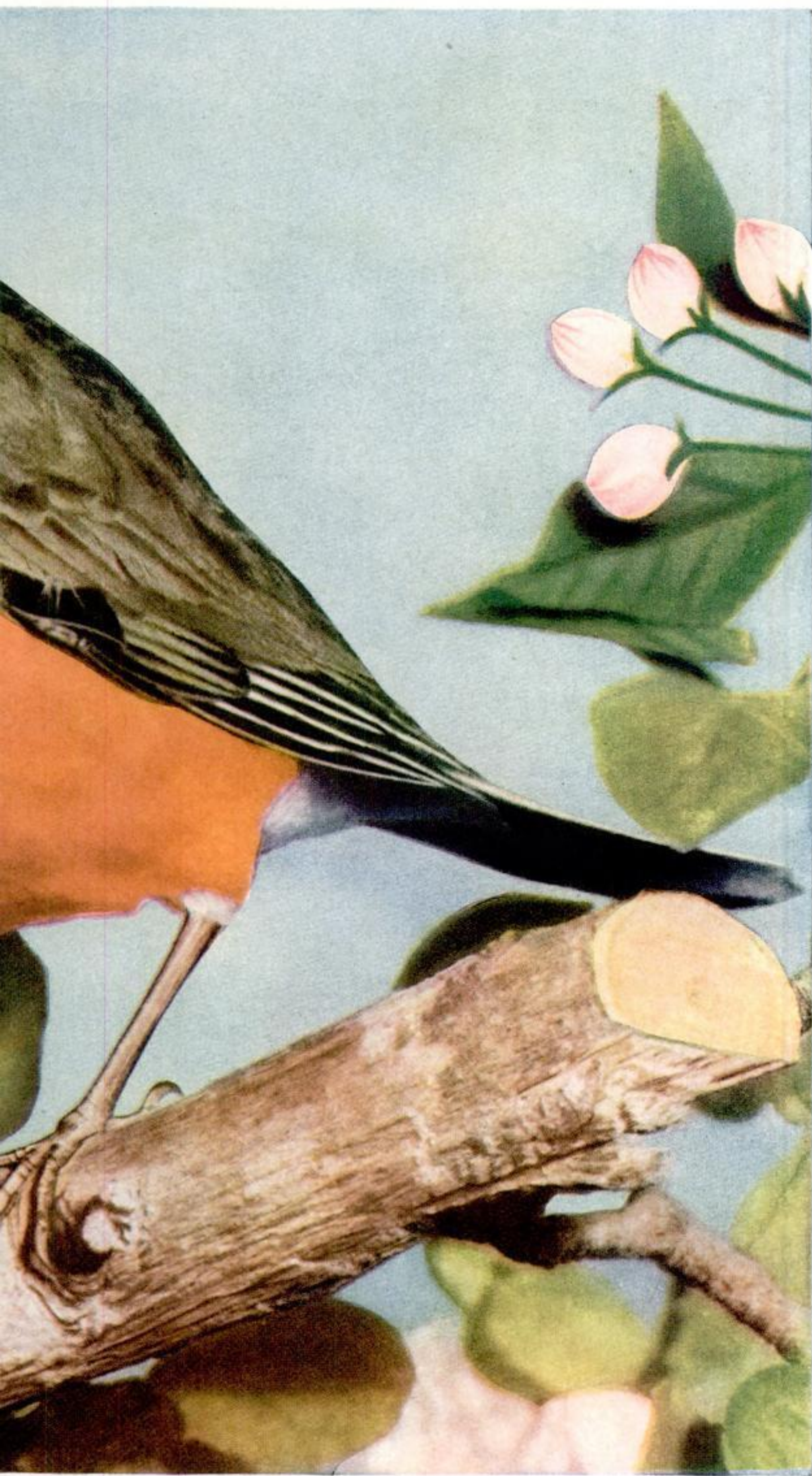
The "First Robin" warns you—get

REMEMBER THAT ROBIN! He's singing a warning, "Change Now," in front of over 60,000 friendly Mobiloil dealers across America.

Take his advice. Your winter oil has been diluted with gasoline from choking. It may be dirty, gritty. It's time to get rid of it!

Remember, too, modern engines need

MOBI



the oil with Balanced Protection!

more than just one good quality in motor oil.

Engines are over 100° F. hotter...far faster than a few years ago. Mobiloil protects them from gum, sludge, carbon, wear.

That's Balanced Protection! It saves you money, and gives you a sweeter-running car all season. Take the Robin's advice—today!

MOBIL OIL

**GET MOBIL OIL
FOR**

*Balanced
Protection*



**STOP AT THE SIGN OF
FRIENDLY SERVICE**

SOCONY-VACUUM OIL COMPANY, INC.
AND AFFILIATES
Magnolia Petroleum Co.—General Petroleum Corporation

“TAYLORED” TO

Good Taste

WHEN IT BEARS THIS

famous signature

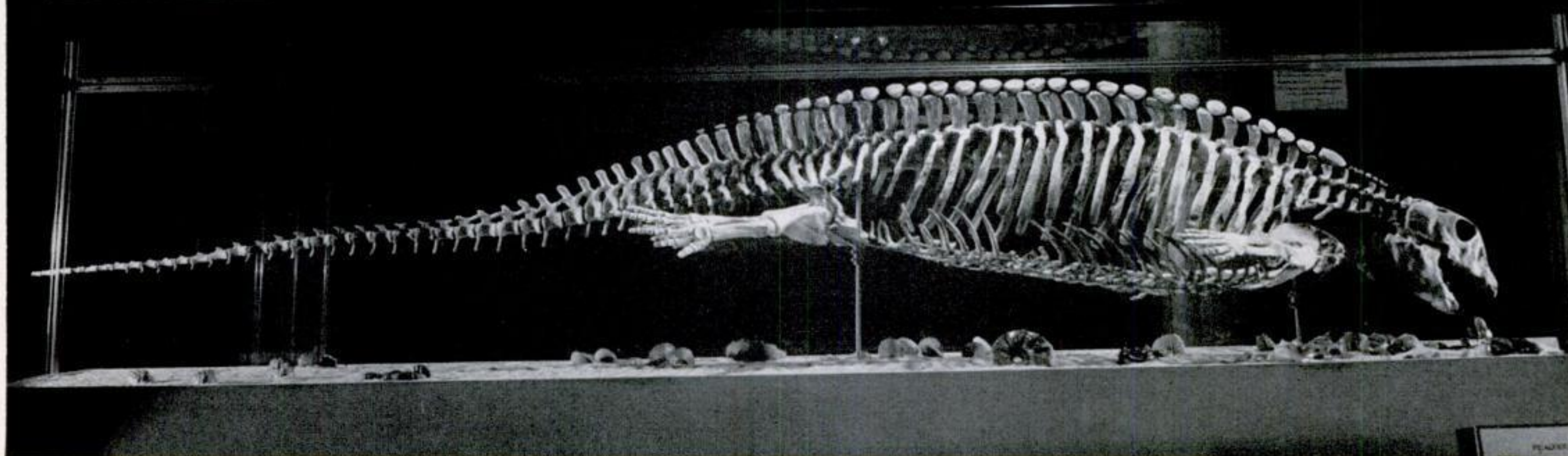
E. H. Taylor & Sons
REG. U.S. PAT. OFF.

For fifty years and more, Old Taylor has been regarded as Kentucky bourbon at its best — a whiskey that has held true to the finest whiskey traditions of the Bluegrass State. Now, as always, its excellence is verified by the signature of a master distiller, the late Colonel E. H. Taylor Jr. And not in twenty years has this distinguished bourbon been priced as low as it is today.



*U.S.
Bottled in
Bond*

SCIENCE



THIS 7-FT. PLACODUS EXISTED 200,000,000 YEARS AGO. IT LIVED IN THE OCEAN, HAD WELL-DEVELOPED FLIPPER FEET AND ATE NOTHING BUT MOLLUSKS

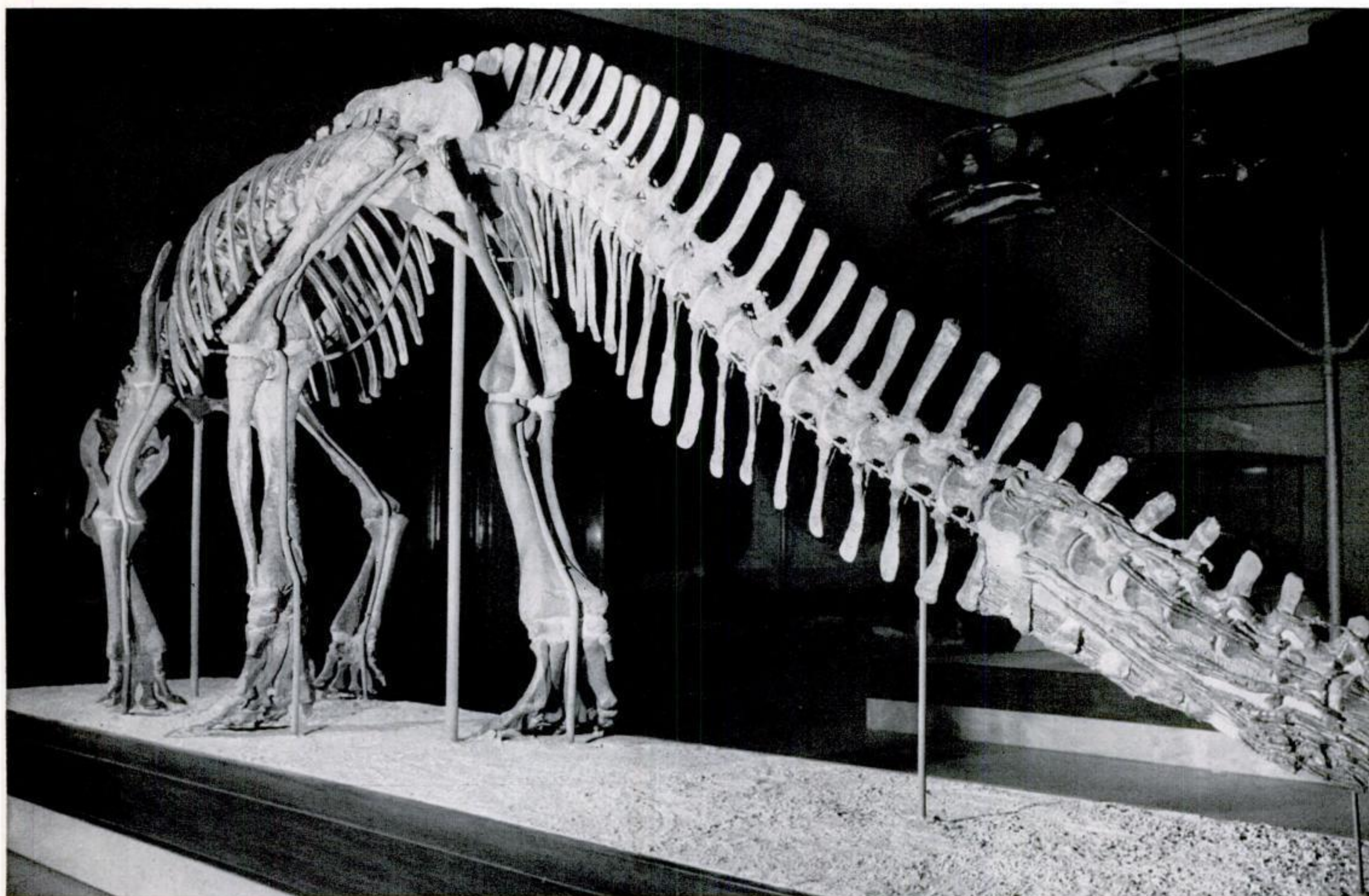
WORLD'S LARGEST EXHIBIT OF FOSSIL REPTILES OPENS IN NEW YORK CITY MUSEUM

On April 17, the American Museum of Natural History in New York opened the largest and most complete collection of fossil reptiles in the world. The 200 exhibits cover a period of 200,000,000 years, are so arranged that visitors will get a chronological view of the rise and fall of the dinosaur dynasty. Moving spirit of the exhibition is Dr. Barnum Brown, curator of fossil reptiles, who since 1897 has been searching for specimens to fill these halls.

Outstanding dinosaur skeleton in the Cretaceous Hall is the 45-ft. Tyrannosaurus (king of tyrant lizards) whose enormous head armed with saw-bladed

teeth 11 in. long made it the most carnivorous animal of the era. Dominating the Jurassic Hall is a 66-ft. Brontosaurus (thunder lizard), one of the largest of the dinosaur family. This reptile was found near Medicine Bow, Wyo., in a region where dinosaurs congregated in great numbers.

The exhibit is the result of a seemingly impossible task. Thus the Nodosaurus, resembling a huge horned toad, was discovered 50 miles south of Billings, Mont., in about 10,000 pieces. It took two months to find all the broken bones and close to a year to fit them together and reconstruct complete skeleton.



THIS NEW TYPE OF IGUANODONT DINOSAUR HAD A DUCK-LIKE BILL WITH A FEW TEETH. THE TAIL, TWICE AS LONG AS THE BODY, PROPELLED THE REPTILE THROUGH WATER

CONTINUED ON NEXT PAGE



"For sparkling teeth I like
Calox Tooth Powder."

★ *Joan Blondell* co-starring in "East
Side of Heaven"
a new Universal picture

For teeth that "Shine like the stars" ★★ use Calox Powder

Put a springtime sparkle in the highlights of your smile. Take a tip from Hollywood: Use Calox Tooth Powder—the modern, pleasant-tasting dentifrice that protects the lovely smile of Joan Blondell and scores of other screen stars. Calox—pure, safe, whole-

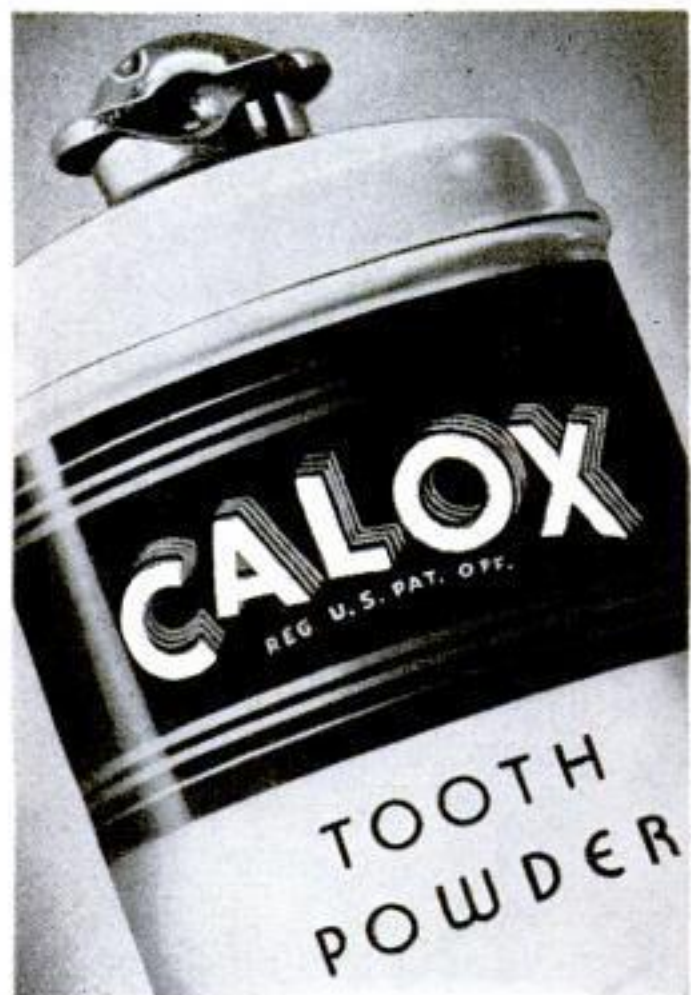
some, refreshing—is in daily use by millions throughout the world.

Important: To give teeth a bright high polish without harm to precious enamel . . . to keep Calox always uniform in vital cleansing qualities—five separate, tested ingredients are blended with prescription care in the laboratories of McKesson & Robbins, whose products have been prescribed for 106 years.



★★★ Good Housekeeping Bureau approves Calox Tooth Powder. For teeth that shine like the stars' get Calox at any drug counter today. Three convenient, long-lasting sizes.

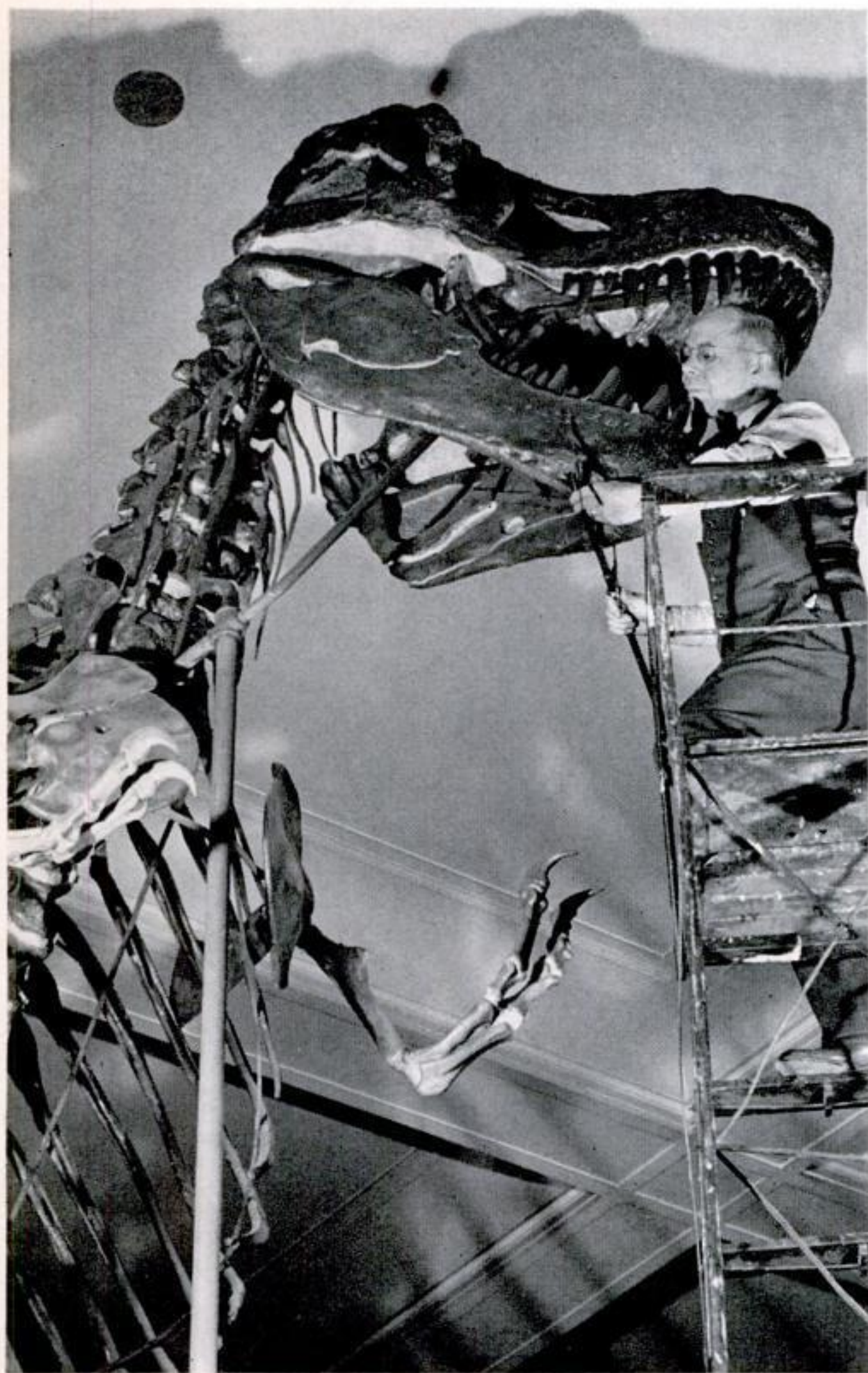
Copr. 1939, McKesson & Robbins, Inc.



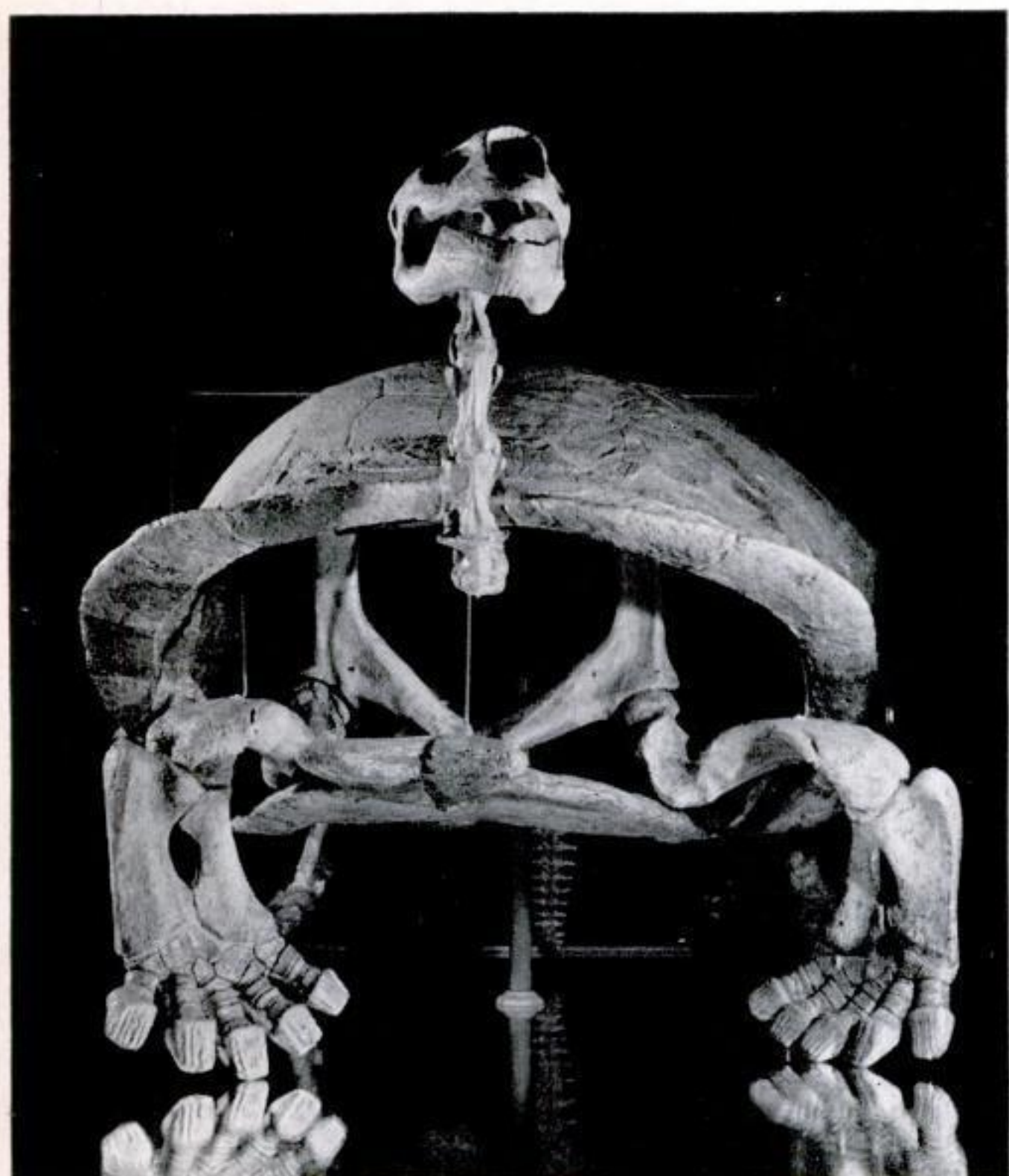
Dinosaurs (continued)



The 15-ft. step of an Iguanodont dinosaur was found in the roof of a coal mine at Cedaredge, Colo. The coal was mined away and the stone footprints were left.



Tyrannosaurus was the largest of flesh-eaters, has a skull which weighs 1,000 lb. Though it had tremendous hind legs, its front legs were no larger than a man's arm.



Largest land tortoise that ever existed was found in India. This animal lived a million years ago, weighed 2,500 lb. in life and measured 7 ft. from the tail to the head.

CONTINUED ON NEXT PAGE



THOUSANDS are forming their plans to make this a travel year. Perhaps you, too, have already decided on your major travel objective—such as one of the World's Fairs, a mountain retreat, a lake resort, a seashore playground...Whatever your plan, Chesapeake and Ohio suggests that you treat yourself to extra pleasures on the way, spending a day or two in *The Chessie Corridor*—the picturesque east-west route—where there's so much to see.

Chesapeake and Ohio's luxurious air-conditioned trains take you into a fascinating section of America, unexcelled in variety of scenic beauty and richness of historic interest...to the new Washington, treasure-house of wonders...to cities, battlefields and historic shrines where our nation's fate was molded by the great of Colonial and later times. Wherever you go in *The Chessie Corridor*, no two miles are alike, for the way is through glorious valleys, over great mountain ranges and through the most spectacular canyon to be seen east of the Rocky Mountains.

Before you plan a trip, find out how much there is to see and do in *The Chessie Corridor*—



Send for Your Free Copy of
"CHESSIE'S TRAVEL DIVIDENDS"

Described in this are a number of suggested trips of one, two or more days, combining exhilarating travel with the interesting stop-overs which make your journey pay rich dividends in unforgettable experience. Write for "Chessie's Travel Dividends" to Passenger Department, Chesapeake and Ohio Lines, 829 East Main St., Richmond, Va.



CHESAPEAKE AND OHIO LINES



Blatz

for those
who want the
best!

Once you try this new Blatz Old Heidelberg Special Pilsener Beer, no other beer will satisfy you. Sparkling brilliance, uniform superior quality, and tempting flavor make it the very best of good beer. Blatz Brewing Co., Milwaukee, Wis.



88 YEARS OF BREWING EXPERIENCE • EST 1851

OLD HEIDELBERG



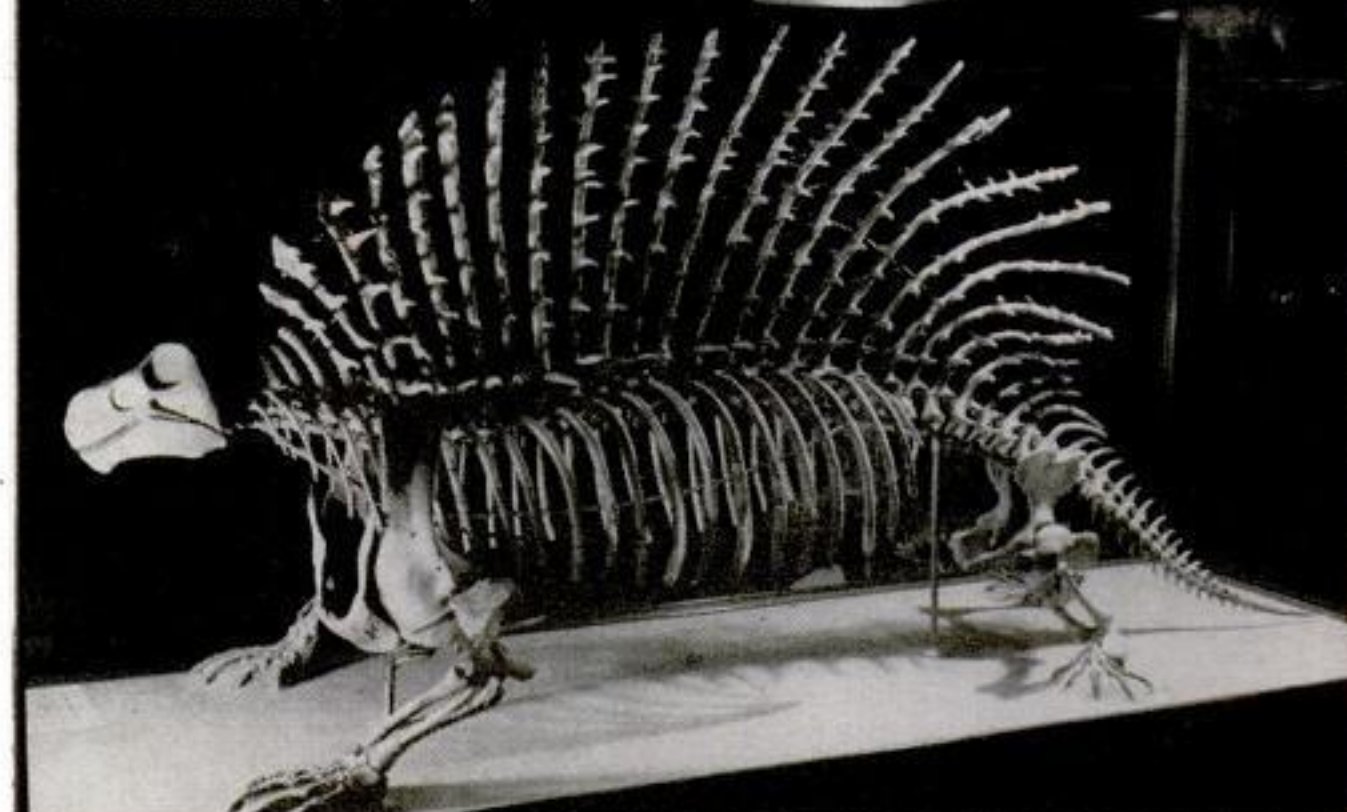
Beer

"MILWAUKEE'S MOST EXQUISITE BEER"

Copyright 1939, Blatz Brewing Co., Milwaukee, Wis.



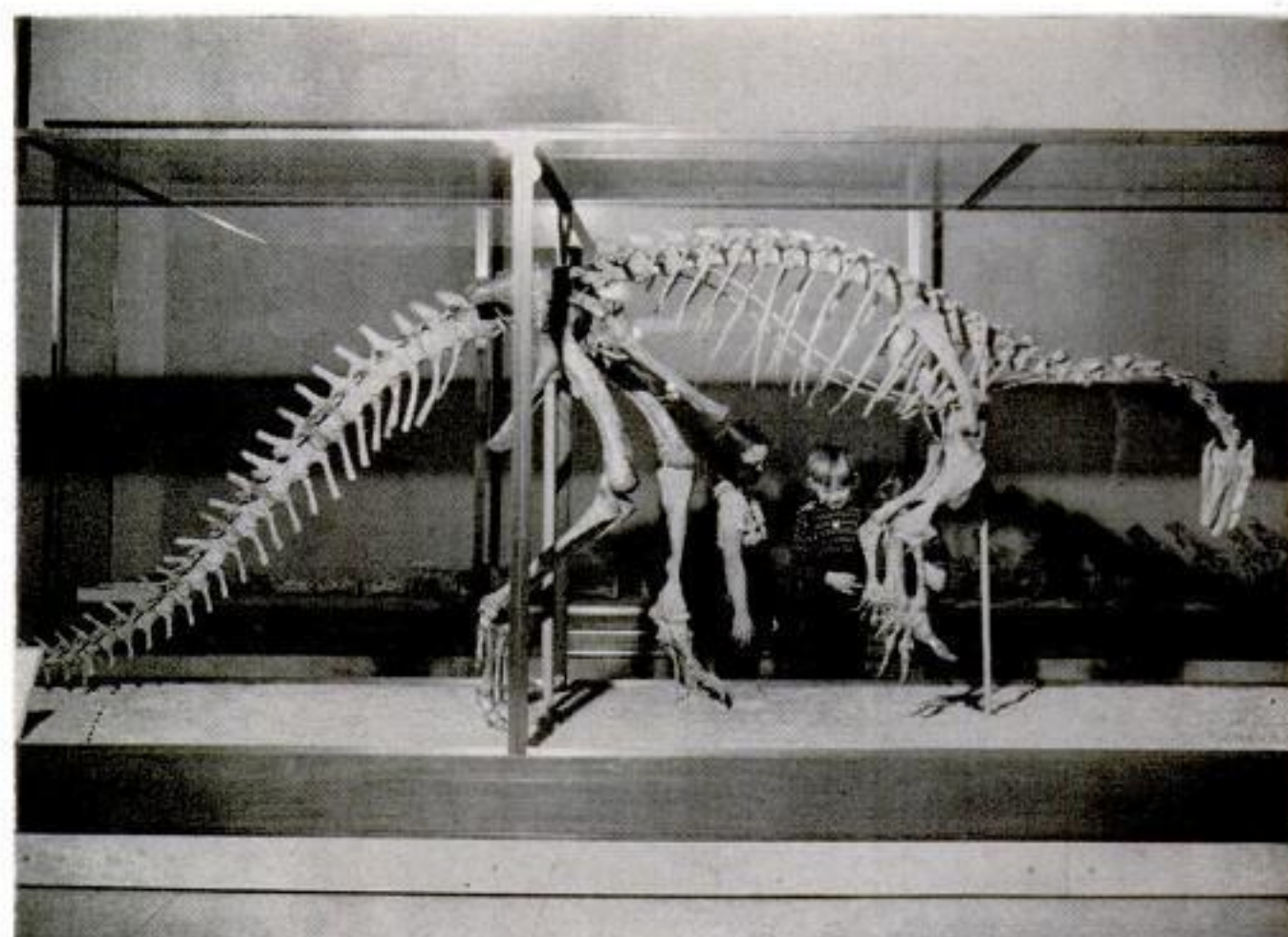
Dinosaurs (continued)



Edaphosaurus antedates even the dinosaurs. Because its high spiny back resembled that of a contemporaneous flesh-eater, other animals were afraid to attack it.



The **Trachodon** was most common of dinosaurs. Back of the bill it had 2,500 teeth which, like the bullets in a machine gun, replaced one another as enamel wore off.



This well-preserved **Plateosaurus** (oar lizard) was one of the earliest dinosaurs. It stood on its hind legs, had front legs which were terminated by powerful talons.



Architect ROYAL BARRY WILLS chose these

ALEXANDER SMITH FLOOR-PLAN RUGS

(TRADE MARK)

FOR HIS \$5000-\$6000 INCOME LIFE HOUSE



For the living room, hall, dining room
Floor-Plan Series B—Pattern 371
Solid color royal blue, textured. Living room, 13' x 21'. Fitted with Floor-Plan Rug 9' x 18'. Dining room, 13' square. Fitted with Floor-Plan Rug 12' x 12'. Hall fitted with 27' x 12' Floor-Plan Hall Rug.

For the Office
Floor-Plan Series K—Pattern 161
Hooked design, soft flower colors on tan ground. Office is 10'6" x 11'. Fitted with Floor-Plan Rug 9' x 10'6".

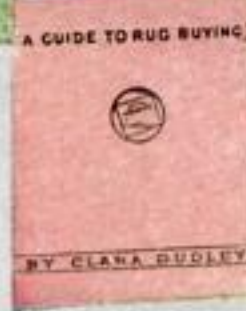
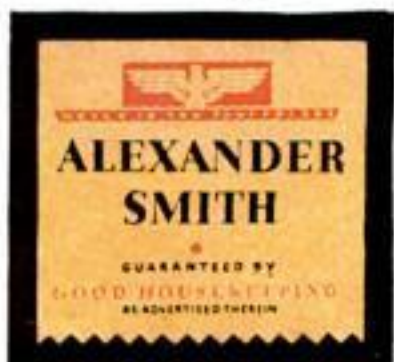
For the Guest Room
Floor-Plan Series B—Pattern 376
Textured, in the smart new color, Pinehurst Green. Guest room is 9' x 12'6". Fitted with Floor-Plan Rug 7'6" x 10'6".

For the Upstairs Bedrooms, Mr. Wills chose
Floor-Plan Rugs in Copper Rose, Maple Tan and—for the boy's room—an all-over damask design on a wine moresque ground.

Mr. Wills had to choose rugs for eight rooms, each room of a different size, each with a different color scheme. Yet, he reports, he had no difficulty finding eight Alexander Smith Floor-Plan Rugs in just the colors, textures and patterns he wanted, and in the exact sizes he wanted. The cross-section shows his selections for the downstairs rooms. Equally important, the cost was

well within the furnishings budget of a \$5000-\$6000 income family!

No matter what the type of your house, the size or shape of your rooms, or the size of your budget, you can solve your rug problem just as easily merely by going to your favorite store and asking to see Alexander Smith Floor-Plan Rugs. Look for the gold label with the Good House-keeping Guaranty.



FREE!

To help you choose new rugs for your own home

The selections of LIFE'S architects, together with Clara Dudley's famous "Guide to Rug Buying" will be sent FREE on receipt of coupon below. If you would like a Color Scheme Kit (samples of rug, wallpaper, drapery and upholstery fabrics) indicate on coupon color of your room and enclose 10c in stamps or coin.

Alexander Smith & Sons Carpet Co., 295 Fifth Avenue, New York
☐ Please send me FREE, list of Floor-Plan Rug selections of LIFE'S architects, and Clara Dudley's "Guide to Rug Buying."

☐ I also enclose 10c for which please send me a Clara Dudley Floor-Plan Rug Color Scheme Kit for a room in which the prevailing color (walls, furniture or draperies) is _____

NAME _____

PRINT NAME AND ADDRESS

ADDRESS _____

L-4

Here's news! Studebaker invades lowest price field!

*Announcing a New Car
for a New World*

THE NEW STUDEBAKER CHAMPION

Brilliant team mate of Studebaker's Commander and President

STUDEBAKER invites you—and every other discriminating motorist in America—to see and drive this remarkable new Champion . . . the most important new car in 10 years!

Now, at last, in this Champion, you can enjoy the prestige and satisfaction of owning a genuine Studebaker, without paying any more than a lowest price! You can operate this Champion on 10% to 25% less gasoline than other leading minimum cost

cars! You can drive a car that's a Champion in fact as well as in name . . . the best-looking, best-built car a small amount of money ever bought!

Here is a lowest price car that offers you a new plus of exterior beauty and interior luxury, because Raymond Loewy, king of modern designers, styled it to perfection!

Here is a car that means extra money in your pocket, because it assures greater freedom from frequent

repair bills—thanks to the fine quality of its materials and the expert workmanship of Studebaker craftsmen!

And look how much extra value this low-cost Champion includes . . . Studebaker's self-stabilizing planar wheel suspension for comfort and steadiness—Studebaker's steering wheel gear shift lever for new driving ease and welcome leg room—Studebaker's new-type frame and reinforced steel body for greater safety—to men-

tion just a few Studebaker engineering achievements that this Studebaker Champion's low price buys!

Go to your local Studebaker dealer's today and see and drive this new Studebaker Champion! Watch how women go for its smartness and how everyone remarks upon its roomy comfort. The biggest thrill in the world is to own a Champion! Use your present car as part down payment on easy C.I.T. terms.



IS AMERICA PAYING TOO MUCH FOR ITS MOTORING?

BY PAUL G. HOFFMAN



This Champion saves you 10% to 25% on gas!—What an economy that gives you over other lowest price sixes or eights! You use less gas than Studebaker's Commander which won the Gilmore-Yosemite economy trophy.



You bet this Champion was tested—300,000 road miles!—And that doesn't count the 4 years of exacting tests of every Champion part in Studebaker's laboratories and on its 800-acre million-dollar proving ground.



You're right, this Champion is 100% Studebaker in quality!—It's built by Studebaker's 7,300 Commander and President craftsmen. Behind the Champion stand 87 years of Studebaker experience and integrity.



You shift gears at this Champion's steering wheel!—Of course, that simplifies your driving—and makes it easy for you to enter or leave the Champion through the curb-side door. Standard equipment on all models.



You ride in relaxed ease and comfort on rough or smooth roads!—That's because this Champion has Studebaker's exclusive and time-tried, super-strong, independent planar wheel suspension as part of its chassis.



You don't have to slam the doors of this Champion!—That's convenience and safety you don't get in any other lowest price car. Doors close with a finger touch—and once closed shake more tightly shut as car moves.



What a honey this Champion is in handling ease!—You start, steer, shift, brake, park, do everything with smoothness and certainty. An automatic hill holder, available at slight extra cost, keeps you from rolling back.



Healthful heat in winter—filtered air in summer!—For the first time in a lowest price car, Studebaker's exclusive Climatizer is available at small cost. It heats, it ventilates, filters, defogs, defrosts.



Engineers devised a tested formula for economy

WE AMERICANS have heard a lot about the forgotten man and his plight. But nobody seems to have shown much concern for the forgotten motorist. And yet, nearly nine-tenths of the nation's 25 million car owners know how extremely difficult it is to stretch their incomes far enough to run their cars.

Despite the desirability for increased economy of operation, we Americans do not want small cars. We will not accept substandard appearance, performance or comfort. Motorists who have to operate, maintain and repair their cars on very moderate budgets rightfully insist upon a better looking, better riding and better handling car with a plus of greater operating economy.

But what could Studebaker do to meet this very real demand for a better low priced car with increased economy of operation? Studebaker could do a great deal, we believed, if our tested engineering formula for reducing the operating costs of our Commander and President models were put to use in designing a lowest price car.

Car Owners Get New Economy

FOUR years ago this spring, eight men met in my office to take the first step toward producing a long-needed new kind of motor car. These men were Studebaker executives H. S. Vance, R. E. Cole, R. A. Vail, W. S. James, G. D. Keller, C. K. Whittaker, K. B. Elliott and myself.

Ever since 1926, when our Special Six sedan, predecessor of our present Commander, weighed 4100 pounds and delivered about 12 miles per gallon, Studebaker engineers had been successfully taking useless weight out of our Commander and President and thus increased their operating economy. At the same time they were improved in riding, handling ease, safety and performance. The Commander of 1939, for instance, weighs 900 pounds less than its predecessor of 1926 and delivers 16 to 18 miles to the gallon of gasoline under average conditions and with an average driver. With an expert driver at the wheel, it won this year's Gilmore-Yosemite Sweepstakes—the great American economy classic that is open to all cars—with an average of 25.78 miles per gallon under A. A. A. supervision. It used less gasoline than any six or eight-cylinder car in the contest.

Fortunately Studebaker, in planning

its new car could start with a clean sheet. We were free to profit by the experience of the railroads which, in designing their new streamliners, have successfully reduced the weight of Pullman cars from 70 tons to 43 tons.

We originated instead of imitating or duplicating. We designed a new car instead of redesigning an old car. Our first objective was to safeguard Studebaker's reputation for the quality, strength and safety of its motor cars. And our engineers were confident they could build a stronger, yet lighter car through smarter design and the use of the best materials available. They knew by eliminating useless weight they could cut operating costs in this new car just as costs have been cut for our Commander and President owners.

A Triumph of Independence

AND now, at last, after spending four years and millions of dollars on the task, we are confidently introducing the remarkable new Studebaker Champion, the long-awaited new lowest price car that gives the car owner of modest means a real run for his money.

The same brilliant engineering with which Studebaker has led motoring progress for a generation, headlines the advancements and the performance of this spectacular new Champion. Its smart appearance is matched by better performance, a better ride and better economy than other lowest price cars give.

The same 7,300 master craftsmen who have been building its brilliant team mates, the President and Commander, are building this new Champion.

The unparalleled Studebaker experience, oldest and finest in the vehicle world, stands behind the soundness of every nut and bolt that goes into it.

A New Motoring Experience

THIS remarkable new Studebaker never would have seen the light of day, if we hadn't made certain that it would surpass any existing car in beauty and excel all lowest priced cars in luxury.

This new Champion is a car no motorist can afford to overlook, solid and sound in every inch, overflowing with quality, expressive of good taste, inexpensive to buy, inexpensive to operate and maintain, easy to drive and handle, safe to ride in, simple to care for, exceptional in performance.

Advertisement

Priced on a level with the three largest selling lowest priced cars

\$660

*For a Studebaker
Champion Coupe
completely equipped,
and delivered at
factory South Bend*

4-DOOR CRUISING SEDAN, EQUIPPED WITH TRUNK, \$740 DELIVERED AT FACTORY, SOUTH BEND, IND., INCLUDING FEDERAL TAX. DE LUXE EQUIPMENT OPTIONAL AT EXTRA COST

Union Pacific

caps 70 years of Progress with **PENN Z OIL-LUBRICATED** *Streamliners!*



BARBARA STANWYCK, star of CECIL B. DeMILLE'S "UNION PACIFIC", is shown here with Robert Preston, Lynne Overman, and Akim Tamiroff, who are featured with her in this Paramount picture. They are shown on one of the old-time locomotives used in this film. Paramount Pictures, Inc., are users of Pennzoil products.

TODAY IT'S ONLY 39¾ hours, Chicago to West Coast, by Union Pacific streamliner. Diesel locomotives, developing up to 5400 hp., give luxury trains like this 17-car "City of Los Angeles"* speeds of over 100 mph., with complete safety. These engines — 3 times harder on oil than any car — are lubricated with passenger-car Pennzoil S.A.E. 40!

*Operated jointly with Chicago & North Western Railway.

Picture your car **PERFORMING** with this Diesel-Proved Oil!

Today more than ever before, cars respond to better motor oil with snappier performance, big savings on driving costs. It's headline news when you can get a passenger-car oil so good that experts specify it for Diesel locomotives — 3 times harder on oil than any car!

Engine compression pressures have increased from 75 to 140 pounds — 87% — in the last decade. Piston rings and valves are fitted tight to seal in that pressure. Yet your motor turns

over 3,500 to 4,000 times a minute, and these parts must be free to move!

Oil that can't stand heat, pressure and friction soon breaks down. Covers valves and rings with sludge. Clogs their action so that every explosion wastes power, gas and oil!

Regular use of Diesel-proved Pennzoil will snap up your car's performance. Three extra refining steps take out sludge-forming elements, so Pennzoil keeps valves and piston rings clean. With these operating freely, compression is sealed in. Your motor runs smoother, easier — uses less gas and oil!

Try this extra-margin-of-safety oil. Drive in at the yellow oval sign. Ask for Pennzoil motor oil — and lubricants — and sound your "Z"!



Member Penn. Grade Crude Oil Ass'n. Permit No. 2

Copyright 1939, The Pennzoil Co.

GIVES YOUR MOTOR AN EXTRA MARGIN OF SAFETY

MODERN LIVING

DOLL'S EYES, SEEDS, DICE
NOW HANG ON GIRLS' NECKS

From the Paris Flea Market, Damon Giffard, a young Hawaiian who now designs dresses in New York, recently received a bagful of doll's eyes. Conditioned in the Hawaiian tradition that anything goes as a necklace, Damon strung the eyes on a ribbon and hung them around a model's neck. A jewelry buyer saw them, wanted more. Damon strung together other odd objects and produced all the necklaces on this page except the string of seeds. They are one of a series of dried bean, pea seed pod and corn necklaces. Because the first seed necklaces, after hanging several days around a warm moist neck, began to sprout, the new ones are dipped in a sprout-proof solution. Since all crackpot ornaments are excellent conversation pieces, Fifth Avenue stores are buying these necklaces by the gross.



STRAWBERRY EMERIES, MINUS NEEDLES, AT \$1.95



COLORED DICE FROM DIME STORES, STRUNG ON STRANDS OF BRIGHT WOOL, MAKE A \$1.95 NECKLACE



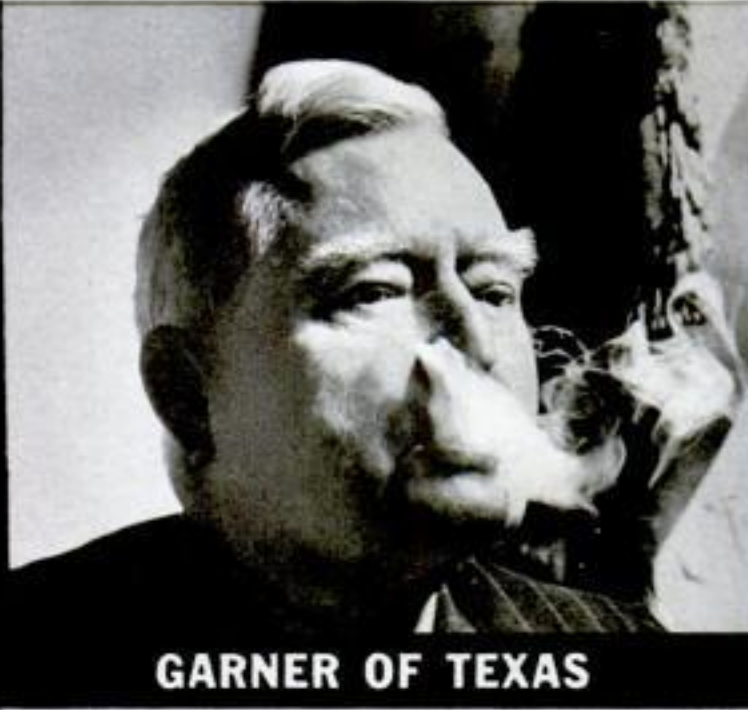
A STRING OF MULTICOLORED EYES COSTS \$3.95



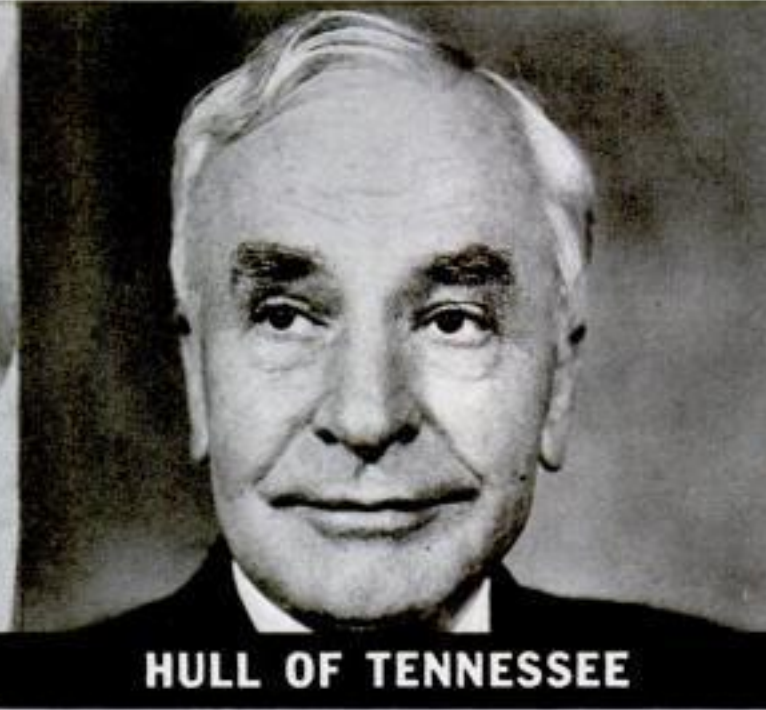
THE SPROUT-PROOF SEED NECKLACE COSTS \$1.98



WOOL SPOOLS (\$1.95) ARE HANDY FOR DARNING



GARNER OF TEXAS



HULL OF TENNESSEE



CLARK OF MISSOURI



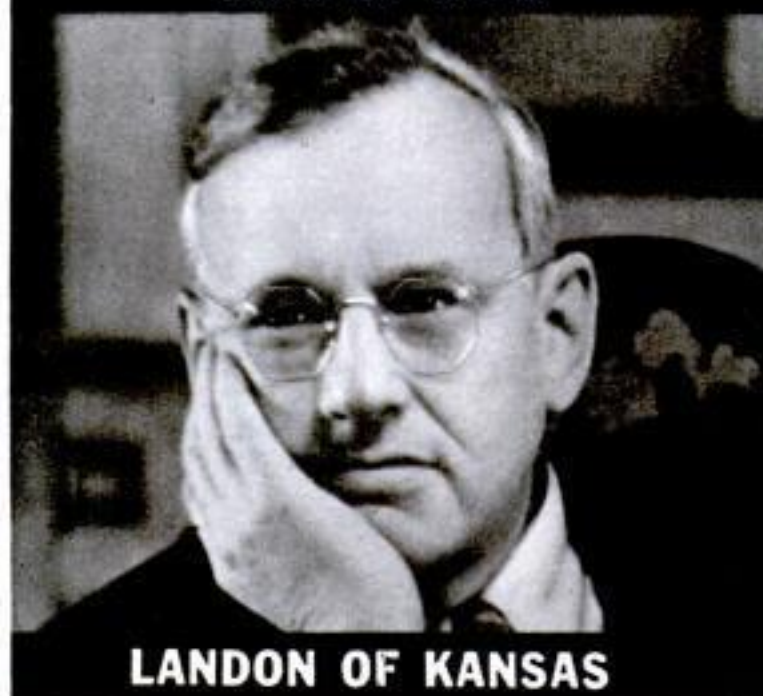
DEWEY OF NEW YORK



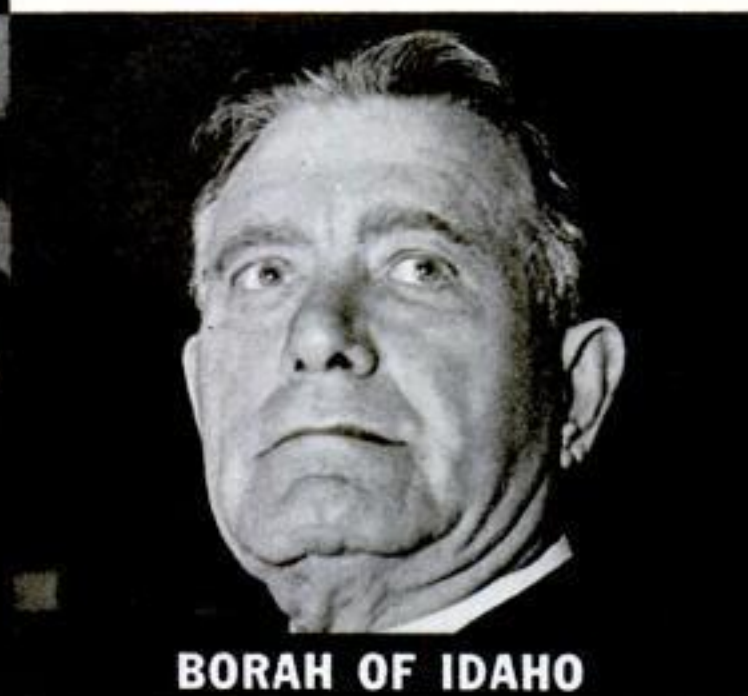
VANDENBERG OF MICHIGAN



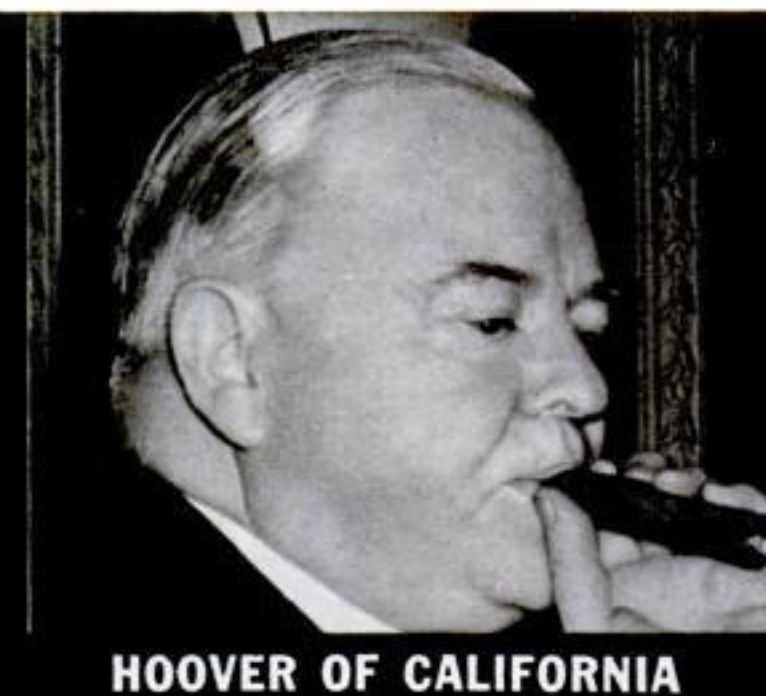
TAFT OF OHIO



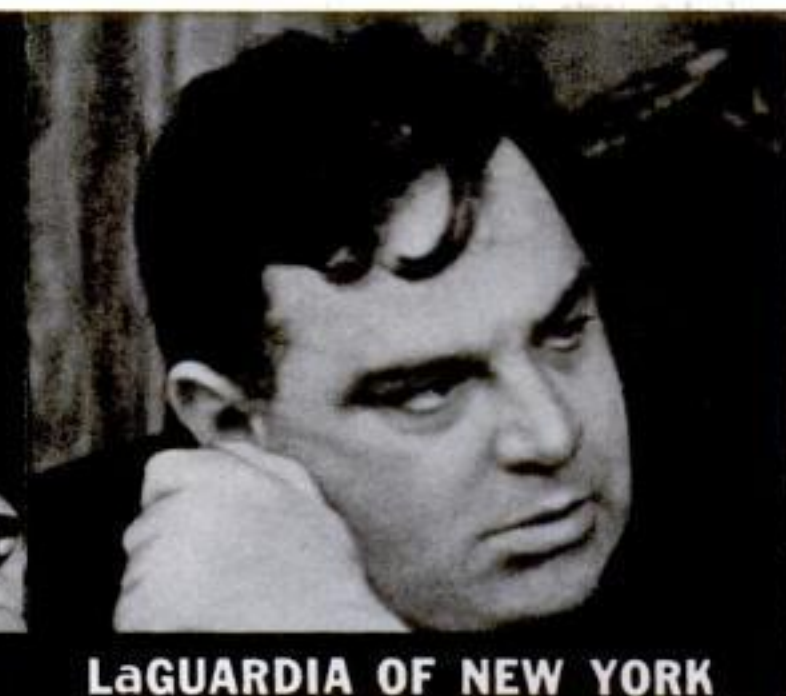
LANDON OF KANSAS



BORAH OF IDAHO



HOOVER OF CALIFORNIA



LaGUARDIA OF NEW YORK

Who'll be

BEFORE a single vote is cast on November 5th, 1940, you may expect to know who is going to be elected!

For, recently developed research procedures will have polled samples of the country's 45,000,000 voters so scientifically as to forecast the result with *astonishing precision*.

New Light—Toward New Wisdom

Similar methods, sampling the reading habits of 108,000,000 Americans more than 10 years of age, are now revealing *how many of them read the four largest weekly magazines*.

This information—of obvious importance to anyone considering the purchase of advertising space—is being brought to light by LIFE's Continuing Study of Magazine Audiences.

The figures may seem startling at first glance. Yet they are not really extraordinary, when you

stop to consider them. Any observant person knows—as advertisers have long known—that magazines are *seen and read* by many more people than those who actually *buy* them. The LIFE Study simply is making available, for the first time, *accurate* information on *how many* more.

New Information—Report No. 2*

The Study is a *continuing* one—supplying ever-fresh data on an ever-broadening base of inquiry. Its very *latest* results—now being published in detail in "Report No. 2"—clearly confirm and logically supplement the eye-opening figures offered you in "Report No. 1."

These latest figures reveal, for instance, that LIFE, with a 2,237,898 weekly *circulation*, reached a total *audience* of 18,200,000!

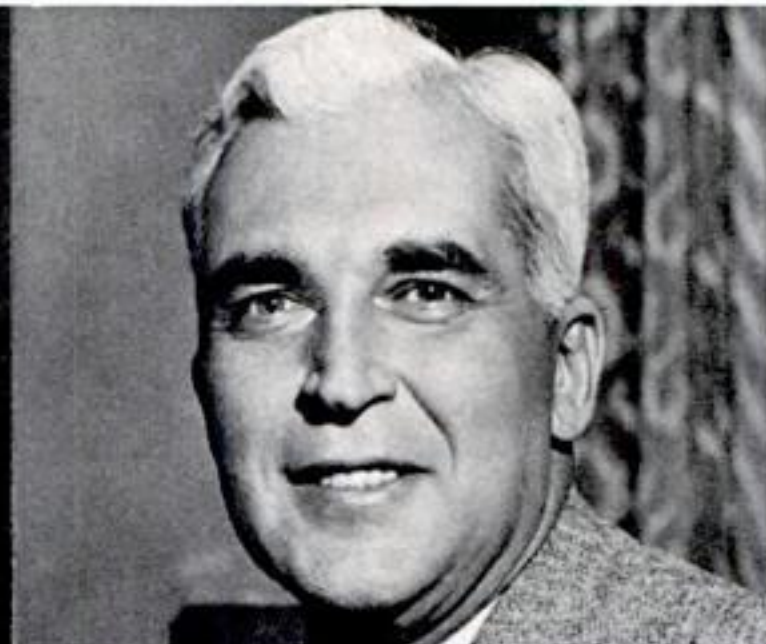
The complete tabulation of the number of



FARLEY OF NEW YORK



LEHMAN OF NEW YORK



McNUTT OF INDIANA



BARKLEY OF KENTUCKY

LEADING PRESIDENTIAL POSSIBILITIES, REPORTED IN LIFE'S "PUBLIC OPINION"

elected in 1940?

people who see, open, and read part or all of each issue of the four largest weekly magazines runs as follows:

Magazine	Circulation*	Audience
COLLIER'S . . .	2,642,886	15,800,000
LIBERTY	2,515,423	13,800,000
LIFE	2,237,898	18,200,000
SATEVEPOST . .	3,064,653	13,100,000

*Last quarter 1938, publishers' statements

The Study also shows that the great audiences of the four magazines in combination—after duplication of readers is eliminated—comprise *well over half* of the primary market for advertised goods.

How Is The Study Being Made?

Conducted by Crossley, Inc., with direction and authentication by a committee of several of the country's leading research authorities, the Study employs fact-finding methods such as are being relied upon confidently today by business and governmental leaders.

The size and scope of the cross section sampled have been, from the first, *considerably larger* than necessary for dependable Nation-wide conclusions. It represents a *true cross section* of America—a scientifically correct miniature census.

The interviews are made *personally* by trained research workers. The people counted as part of a magazine's audience must *demonstrate clearly* that they have seen and remember seeing articles, stories, or advertisements in the magazine. The inevitable percentage of con-

fusion and falsehood is recognized and *scientifically eliminated*.

The Value of This New Knowledge

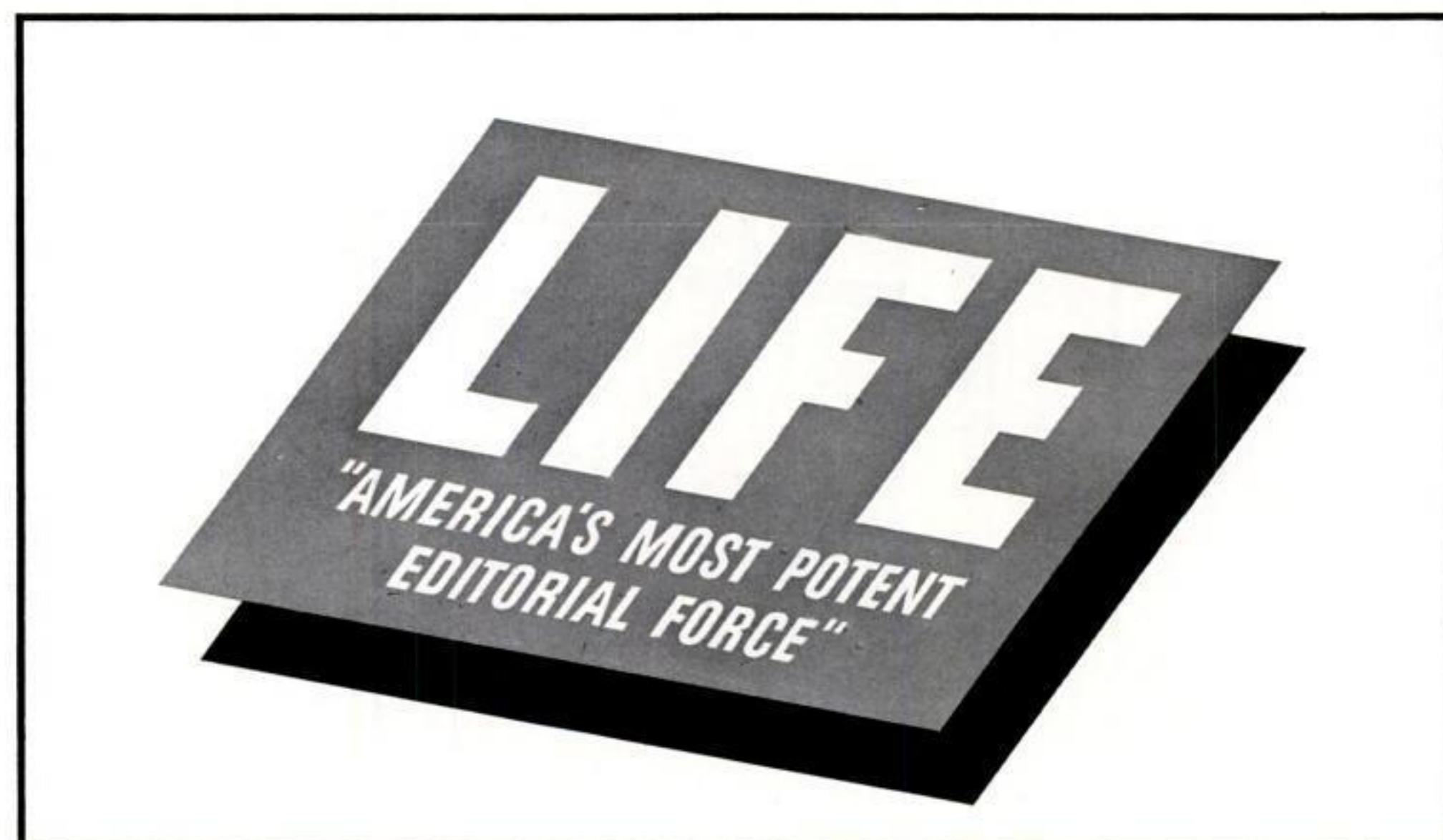
We don't for a moment imagine that this new factor of *audience* is an all-sufficient measure of media value. It doesn't, for one thing, supersede *paid circulation* information.

But . . . these new magazine *audience* figures do give you an additional and dependable yardstick by which to gauge the value of space in which advertising dollars are to be invested. They also give you a significant new measure of

editorial interest and potency. And they can further serve you by helping you to impress on the trade the *full* extent of your advertising's influence.

For the findings of the Study can be accepted as impartial, reliable, and authentic—just like those pre-election polls employing comparable procedures, which have proved their accuracy time and again . . . nationally, and state by state.

***REPORT NO. 2—The Complete Study Up To Date—is now being published. Write or phone, and a copy will be reserved for you.**



ART



DOG ENJOYS CONCERT BY BENTON, SON AND WIFE

EVOLUTION OF THOMAS HART BENTON AS AN ARTIST

American painter shows growth in retrospective exhibit

Better than words the pictures below and opposite show the development of Painter Tom Benton, who celebrated his 50th birthday last week at his first one-man show in seven years. Benton's exhibit opened the new gallery of Associated American Artists in New York, largest art salesroom in the U. S.

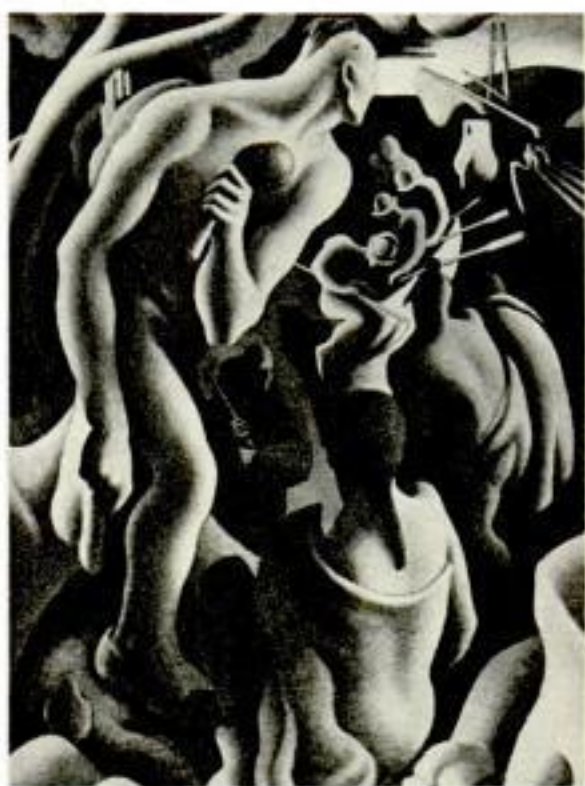
Besides 16 new canvases, the exhibit includes 22 older paintings. Together they mark the growth of Benton's art from the days he floundered in Paris, through his years in New York where he gradually formed his own style, to his return to Missouri where he stands established as America's best-known con-

temporary painter. This in outline is not only Benton's story but also the story of modern American art which, having assimilated European theories, now emerges in its own right.

Benton's Americanism is not blind. He sees that phony art cults and narrowness can flourish in his home State of Missouri as well as in New York or Paris. His real sympathy is for frank, energetic people and for the beauty of a country whose evolution, like his own work, is still in progress. Says Tom Benton today, "I have a hell of a basket of fundamental energy and I'm still good for a lot."



Early Benton (1915), called *Figure Organization*, shows the result of his study in Paris where he was greatly influenced by vague impressionists and had not yet formed his own style.



Later Benton (1919) cubistically depicts the landing of colonists, shows a trend towards American themes.



Benton hits his stride in this *Cotton Loading on the Mississippi* (1928), and develops his own style after renouncing the art cults of New York and Paris. To paint scenes like this Tom Benton toured the U. S. for five months in a rickety Ford.



Benton wins fame by such works as this *Jesse James* (1935), which is part of a huge mural for Missouri's State Capitol in Jefferson City. Missourians were shocked by Benton's realism.



Benton goes back home to Kansas City, rents this homey stone house (1936) where he has lived ever since with his son and wife. He says he is through with big cities.



Benton goes romantic in this mysterious *Moonlight on the Osage* (1939), tries to progress beyond mere storytelling and create dramatic mood by rich colors and exciting patterns.



Benton dissatisfied with previous work studies bushel-basket of Missouri grass in effort to paint the real texture of natural objects.



Benton in studio continues study of textures, improves his technique by painting small still lifes. Notice the basket of grass in corner and picture of plant on easel.



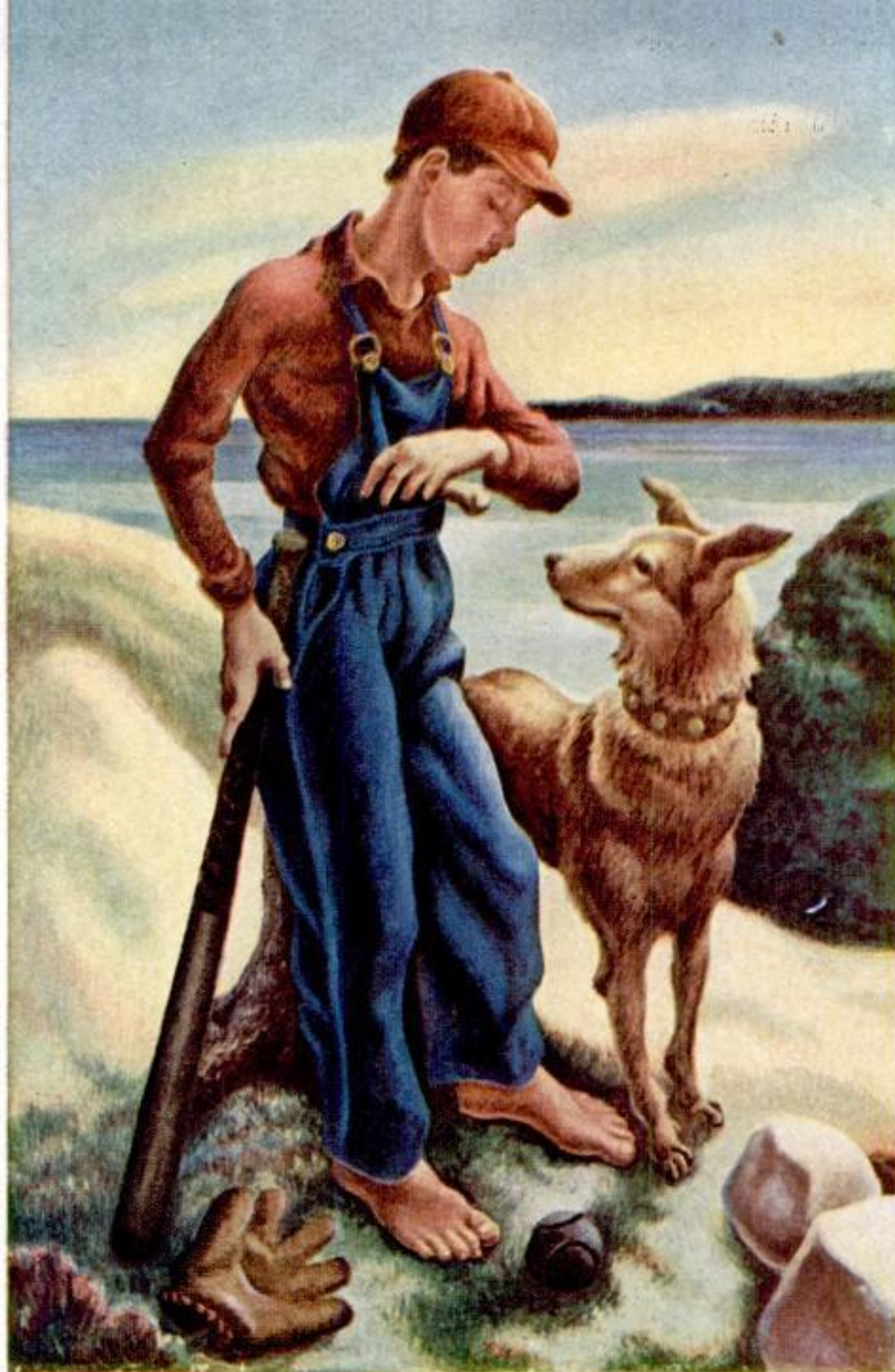
Benton's new work, like this *Danger—Butterfly and Spider*, shows the results of his recent intensive study of textures.



Benton combines storytelling, texture and romanticism in this new painting, *Susannah and the Elders*.



"Pussy Cat and Roses" is first of Thomas Benton's new series of still lifes. Many of his older works, with their lurid scenes of lust and crime, might be illustrations for a William Faulkner novel. This study of a gray cat crouching in a basket of roses shows Benton's new concern for the color and texture of natural objects. The graceful drapery behind basket is really Mrs. Benton's old dressing gown.



"T. P. and Jake," is a portrait of Benton's 12-year-old son, Thomas Piacenza Benton, who is about to toss a bone to their shepherd dog, Jake. Piacenza is Mrs. Benton's family name. With his baseball, bat, cap and glove, T. P. is standing barefooted near Benton's summer cottage at Martha's Vineyard, Mass.

IN "THE JEALOUS LOVER OF LONE GREEN VALLEY," BENTON'S SWIRLING LINES INTENSIFY THE TRAGEDY OF A MISSOURI HILLBILLY WHO HAS JUST STABBED HIS SWEETHEART



The Slender Silhouette no longer means Starvation

The Bread Diet gives you delicious, satisfying meals—takes off weight without fatigue or nervous strain

SPRING FASHIONS call for a slim, youthful figure . . . the lovely silhouette every woman so eagerly desires.

But—to gain alluring slimness—don't think you have to starve yourself and wear down your resistance.

Take the *safe* way to slenderness. Go on the Bread Diet!

Unlike so many reducing diets that cut down too much on needed foods and often exhaust the system, the Bread Diet supplies the food elements the body needs. Best of all, it includes the foods most people like, so there's no need for special cooking or planning.

Important in this diet is the amount of bread—two slices with each meal. Far-reaching scientific tests have proved bread

can be an important aid in reducing. It is a valuable combination of carbohydrates and proteins. In this reducing diet, bread helps you burn up more completely the fat you are losing. Excess weight is converted into energy.

And bread gives your body more than energy. It is a valuable source of muscle-building proteins.

Actually, we get more proteins from bread and other wheat products than from any other class of food. Bread in this reducing diet helps keep muscles strong and firm.

So if you're reducing, follow the common-sense, safe Bread Diet. Eat 6 slices of bread daily.

You can do an Hour's Ironing on 2 Slices of Bread

Do you tire easily? Feel let down during the day . . . worn out when evening comes? Your trouble may be that you are not eating enough energy foods. Bread is a valuable source of the food energy everybody needs. So make bread a part of every meal—at least 6 slices a day for each one in the family.



Buy Bakers' Bread . . .

With his trained skill and scientific equipment, the modern baker makes bread that is a delight to the critical taste—made of pure, wholesome, nourishing ingredients, baked in scientifically controlled ovens to delicious perfection.

Copyright, 1939, by Standard Brands Incorporated



Follow this Diet Outline* and see if your own outline doesn't improve

These Diet Meals give about 1500 calories a day—the reducing allowance of the average person, moderately active, whose ideal weight would be 130 lbs., but who is 10 to 20 lbs. overweight. For more extreme overweight, consult your doctor about reducing.

BREAKFAST

1 glass fruit juice
Small serving of lean meat or fish—
or 2 eggs
2 SLICES of BREAD or TOAST
 $\frac{1}{2}$ square butter— $\frac{1}{4}$ " thick
Clear coffee—1 level teaspoon sugar

LUNCH

1 cup consommé—5 croutons
($\frac{1}{2}$ " cubes)
4 smelts or flaked salmon
Average serving string beans
2 SLICES BREAD
1 glass milk— $\frac{1}{2}$ pint

DINNER

1 lean pork or lamb chop
1 grilled tomato
Average portion green peas
2 SLICES BREAD
Average serving water-cress or lettuce
Clear coffee or tea—
1 level teaspoon sugar

*Make sure, of course, that your overweight is not caused by a condition that requires medical treatment.



FREE

20-PAGE BOOK—
COMPLETE BREAD-DIET GUIDE

Tells what you should weigh for your age and height—how to reach your ideal weight. Complete Bread-Diet menus for a whole week.

American Institute of Baking, Dept. L-4
9 Rockefeller Plaza, New York City

Please send my free copy of "The Right Way to Right Weight."

Name _____

Street _____

City _____ State _____



The Englishman drinks tea and has a ketchup bottle on his table. The crock holds chocolate cookies. His only son,

slightly spoiled, eats from a tray. Notice that the man, who is older than his wife, looks considerably younger.

This is lunch—a light, hurried meal of bread and Cheshire cheese for him, a heavier meal for his wife and son.

THREE FAMILIES

HOW AN ENGLISHMAN, GERMAN AND FRENCHMAN REALLY LIVE

Statesmen talk big and make the news. Headlines proclaim what is done by "ENGLAND," "GERMANY," "FRANCE." But there is no such thing as "England" or "Germany" or "France." There are 44,000,000 people, all different, plus land, buildings, machines, possessions and ideas which add up to what the world knows as England. The same for Germany (86,000,000 people) and France (42,000,000). It is hard to spy out these little people. But it is only they who count, who make their countries what they are.

On the following pages, LIFE investigates in detail an average German family, an average French family and an average English family to see what makes them tick and how they are getting along today. It is almost certain that these little people will be going at one another with bayonet and bomb within the next few weeks, months or years unless the statesmen pull off a miracle of backtracking. But here you see these little men in their days of peace, and it is days of peace, not days of war, that make a country and its people great and strong.

At top is the Englishman, Robert Barlow Neve. He is a free man and a proud man but he is not very secure. He gets more out of modern life than either the German or the Frenchman. At left are the German, Johann Laub, and the Frenchman, Cyprien Coullaré. The German has three children (one is off with her fiancé); the Frenchman, two. The German has security but no freedom whatsoever because one false move of individualism will put him in terror of his life. The Frenchman has not only freedom, matured for 150 years, but also a security unmatched by either German or Englishman. Like half of his countrymen, he is a farmer, but city and big town nourish both the German and the Englishman. France and England, furthermore, have been nations for a thousand years but today's Germany, up to 70 years ago, was only a quarreling confederation of little kingdoms.



The German drinks coffee. This is Sunday supper—ham, bread and cakes. He and his son are in Nazi uniform. They will leave for their Nazi meetings right after supper.



The Frenchman drinks wine: left, white wine; right, red; background, homemade cider. This is Sunday-noon dinner. Hired men at right, children at left. Wife is serving soup.

CONTINUED ON NEXT PAGE



GERMANY

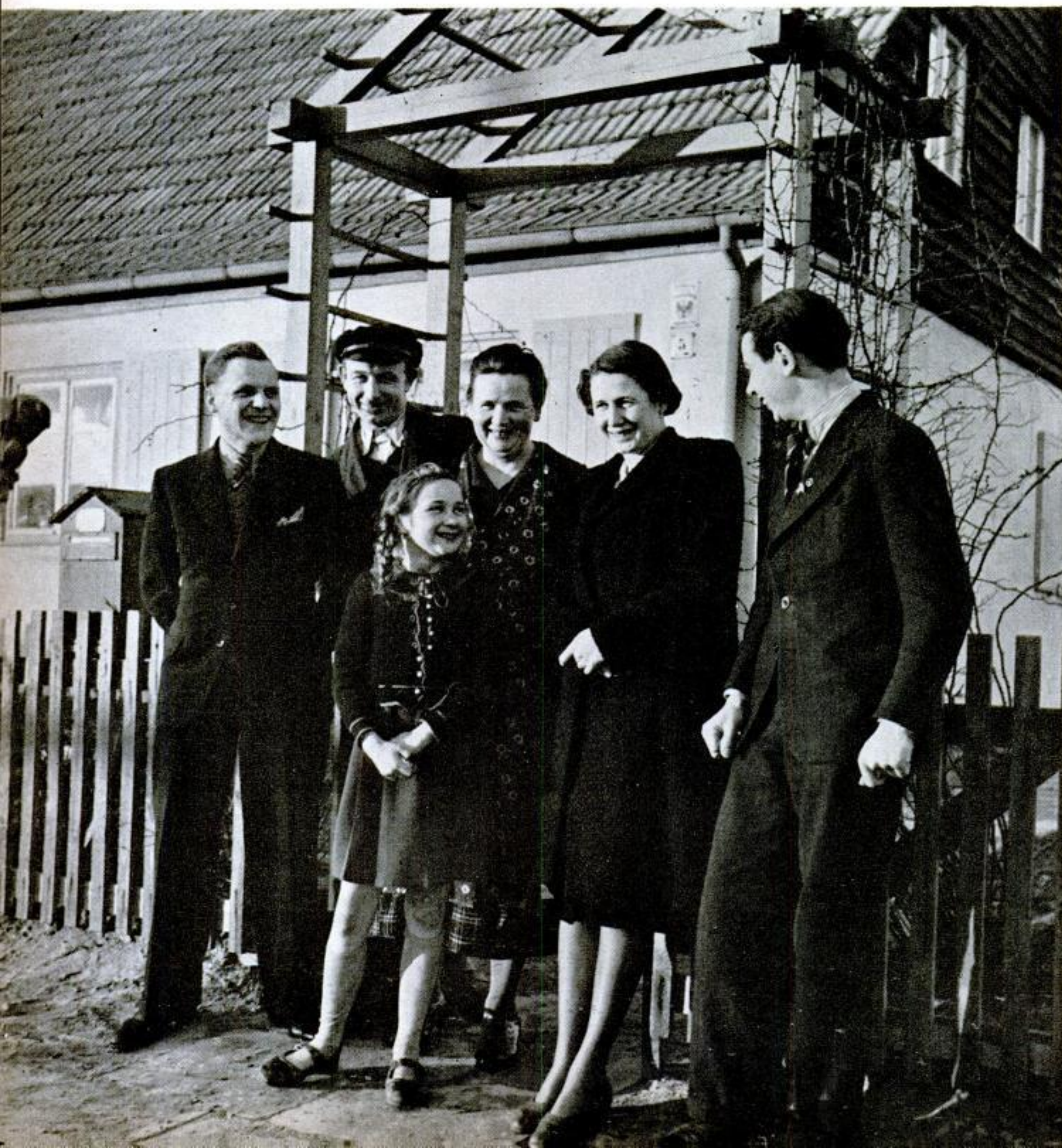


A pocketful of documents authorize a German to live. Johann Laub's daughter must have Workers' Front book-

let, garment workers' diploma showing she has finished her apprenticeship and card in League of German Girls.

Johann Laub's family, from left: his daughter's fiancé who works in the Daimler-Benz factory and is an avia-

tion mechanic; Papa Laub, 43; Annalise, 9; Mama Laub, 40; Margarete, 20; and Hans, 19, the family's first Nazi.



A GERMAN FAMILY LIVES TO WORK

The Laubs are just an average German family but the outside world is almost completely in the dark about how they and their kind are getting along under Nazi rule. Johann Laub is a Rhinelander who got three wounds in the battle of the Somme, married a Prussian woman in 1918, lost his shipping clerk's job in the depression of 1930. For three years thereafter he nearly starved. His young son discovered the Nazi movement and Papa Johann joined it too. Today he is a skilled worker in one of Berlin's six great Osram Electrical factories. He earns \$956 a year and lives in a company suburb with his thoroughly Nazified family. Two years ago he lived in a poor section but now his two elder children work nine hours a day and bring in \$686 and \$617 respectively from an airplane-engine factory and a dressmaker's shop. The Laubs now live somewhat above the German average.

National Socialism has brought Johann Laub considerable benefits. He and his family work and eat regularly, are absolutely secure so long as they do not offend the Government. He gets more cigars, cigarets, beer, coffee, fish, sugar and wheat flour than before 1933, but less eggs, fats and cocoa. Johann's butter, bacon and lard are rationed. However, marriage on a minimum level is made easy for his children.

The big catch for Johann, short of getting killed in a war, is that he is not a free man. He is, in fact, merely so much manpower under the astounding economy of National Socialism. The Nazis sincerely believe that the State is everything, the individual nothing—and that the real unit of wealth is not gold but labor. Johann still owns his own labor in theory but in practice the State has the use of it. By managing all Germany's economy, the State shows a profit in labor and applies this profit to armaments and public works.

Johann has nothing whatever to do with these decisions affecting his labor. He may be transferred at a moment's notice. He must give his spare time to Nazi Party work. He does not have the right to make up his mind or to change his mind or even the right to whisper his own personal opinion.

Close observers of Johann say that he is growing a little apathetic, furtive and irresponsible and that his efficiency is falling off slightly but steadily. At night Laub and his family are so dog-tired that they fall into bed. On Sunday afternoons they play cards a little. Otherwise Johann's life is all work. The State's labor-hunger has also called to the factory Johann's daughter and some 3,000,000 other German women, has raised maximum hours in some munitions industries to 16 a day and gets workers up at dawn (see below).



At 4 a.m. the Laubs rise in the Osram Company's development of Hohen-Neuendorf, 8 miles north of Berlin. Rent: \$163 a year, no toilet.



Father Laub rises at four, puts on his high-waisted good trousers, shaves in a kitchen basin with Palmolive cream.



By 6:30 a.m. he is at Osram Factory B in old Communist district of Weeding to make electric lamps for nine hours.



The workers' delegate for the factory stops at Laub's worktable where he checks the diameter of lamp filaments.



Half-hour lunch with his section foreman is pork, kohlrabi and coffee, costs him 12¢. Factory restaurants are pre-Nazi.



Factory propaganda says, "Yes, in Roosevelt-America there is freedom of speech . . . but Coughlin was cut off the radio."



Laub visits the factory Strength-Through-Joy delegate to get a \$22, eleven-day vacation in his own Moselle homeland.



Quitting work at 3:40 p.m., Laub gets home by 5, goes to work over his bees which give him 154 lb. of honey a year.



His garden gives him vegetables and fruit. Here he grafts a peach shoot. His eighteen chickens give 14 eggs a day.



Meat bones are hammered to powder to feed chickens. All refuse is saved for the government collectors for town pigs.



She bicycles to the twice-weekly vegetable market of Hohen-Neuendorf with market basket slung on handle bars.



Neighbors watch her sample vegetables: cauliflower, 15¢; leeks, 18¢ a bunch; rhubarb, 18¢ a lb.; tomatoes, 14¢ a lb.



Electric stove (foreground) plus coal range cook lunch for Mother Laub and Annalise. Apron is her all-day uniform.

CONTINUED ON NEXT PAGE



Father Laub (*extreme top, right corner*) and fellow members of Hohen-Neuendorf's S. A. Battalion 207 join in a glass

of beer in a beer-hall backroom. Most are workers in the Osram factory. The beer has grown steadily worse in Berlin.

"Heil Hitler!" singsong the little girls in Annalise's knitting class. Annalise in pigtails and dark dress (*left, center*)

holds arm horizontal. She is also taught German, arithmetic, religion, gymnastics. History and geography come later.



Father puts on his S. A. uniform with the black-and-white braid of Brandenburg Province. Note the cherished briefcase.



Show-window uniforms are (*from left*) Hitler Jungvolk (*under 14*), S. A., Workers' Front, Nazi Party, Hitler Jugend (*over 14*).



The Nazi collector calls on Sundays for 72¢ Party gift and accident insurance. Gifts and taxes take 25% of Laub's income.



Son Hans, who sold his family on Nazism, got a Nazi Motor Corps overcoat free, bought the rest of his uniform himself.



War veteran sells Frau Laub an Army Day badge for 8¢, which she must buy and wear conspicuously or be thought anti-Nazi.



Germany's one-dish meal once a month, to save to give to the poor, is stew (beef, peas, carrots, beans, potatoes, pickles).



Hans in his glory bestrides a motorcycle of the Nazi Party Motor Corps early in the morning. "Duty" consists of

tearing through streets with sirens going, every Sunday at dawn. Uniforms are better quality than civilian clothes.

Margarete marches with her League of German Girls group to a War Dead service. Margarete (*hidden in rear group*)

finished school at 14 and worked for three years as a seamstress apprentice. She will soon marry on Government loan.



FRANCE

A FRENCH FAMILY LOVES ITS LAND

Cyprien Coullaré works as hard as Johann Laub. But whereas the peasants of Germany are still relatively slaves, Cyprien and his fathers have been their own masters for 150 years.

The industrial revolution has scarcely touched Cyprien. Except for a car that he does not like much and a stove and a modern plow, he lives much as did his ancestor who got this land from the Abbey of la Herelle in 1791 during the French Revolution. He loves the land and, like 4,500,000 other Frenchmen, his love is satisfied by ownership. About half of all Frenchmen live on farms. Cyprien is a relatively rich man and, unlike rich men in cities, he knows that his son and his grandson will also be exactly as rich as he and his father. Only 100,000 other Frenchmen own more than 100 acres but nearly every Frenchman on the land owns something. They work what they own so well that France is practically self-supporting for food, does not know what to do with its great food-producing possession of Algeria. Come Depression, French peasants live almost exactly the same as before, except that they have no cash to pay taxes, they riot and try to pay in produce.

The profound, earthy security of Cyprien shows on his face and in his life. He lives on wheat bread, potato or leek soup, cheese, wine, veal and pork. Of France's War dead, 70% were peasants. Cyprien will not go to war to get more land but he will literally fight to the death to keep what he has. And he is astonishingly strong, healthy and happy. French city people make all the noise but Cyprien knows that he rules France.

Cyprien is 40, about the same age as Johann Laub. He fought in the last two years of the War, married in 1924 at the age of 25, begot but two children. He is a member of the municipal council of little La Herelle and votes with a slightly Leftist wing of the farmers' great conservative Radical Socialist Party. No illiterate, he reads two of the best conservative Paris papers, *L'Oeuvre* and *Petit Parisien* and has a radio, but no electricity or running water. Cyprien grows wheat.

The important fact about Cyprien is that he has both freedom and security. His ancestors have been free Frenchmen since the time Napoleon overran the disunited German states of 1805.

The dung pile is the hallmark of the French peasant. Though city people do not like its odor, its man-

nure is the peasant's banked wealth, his insurance against sterility of his soil, and his legacy to his son.



Eggs and milk are Cyprien Coullaré's cash-income. His hens feed over his large barnyard. He sells his eggs and milk to a cooperative which pasteurizes and markets them in Paris.



His hired girl, Joséphine, gets \$16 a month plus a Sunday dress and boots every year. Notice fine wood-burning stove, steaming soup pot (*marmite*), pie in oven. The floor is tile.



A laundress helps with the wash once each month. She comes from nearby La Herelle (population: 146). The Coullarés have far less wash than city people, always have a rich, earthy smell.



The fields of Coullaré total 400 acres (a very big farm) in strips scattered all around La Herelle, whose Catholic Church steeple is seen in the background. Here, under the elms, one of his two hands starts to plow.



Coullaré's car is a 1932 Citroën that opens at the back for trucking. He much prefers horses, which give manure. His dog is a mongrel fox terrier. His barns are magnificent, hold some 20 cows which stay indoors.



Daughter Jeanne (center, left) gets a good thorough education in the three R's, history, civics, geography, science, drawing, music and sewing. At the right, Mother Elodie, Jeanne, 10, Jean, 14, and Father Cyprien on their front steps.





AN ENGLISH FAMILY IS SELF-SATISFIED

Robert Barlow Neve is the most self-respecting, self-satisfied man on earth—an Englishman. He takes himself and his ancestors so seriously that, unlike the Frenchman or German, he bears his mother's maiden name as his middle name. He and his ancestors have actually been free men for 300 years, since King Charles I backed down to the House of Commons for money. Living on an uninvaded island, Robert depends on the ships that bring him Empire products. Only one Englishman in five lives on the land. The rest have had a longer experience with modern industrial civilization than any other people in the world. They are not as snappy and efficient as the Germans or Americans but they are much farther along in knowing how to use civilization for their pleasure.

Robert has far more fun than the German, the Frenchman or even an American. He spends one week's \$50 vacation at Southend-on-Sea with wife and son, another week at home. He fills his garden with flowers, not vegetables. He has no night life but likes to sit at home at night. He goes to the pub on Sunday night for a beer and a chat. He likes his fellow men and, unlike the Frenchman, he gives his fellow men the same respect he demands from them. Accused of a crime, the Frenchman is jailed without bail but Robert has the protection of the Bill of Rights. The laws assume that Robert is a good man. And he is.

He takes good care of his wife, who sends out half her washing. He uses gas but not electricity. He has nine shirts and three suits, makes \$18 a week plus a \$2 War pension. (In the War at 13 he got appendicitis in a submarine off the Algerian coast.) He smokes about ten cigarets a day, has rheumatism, works eight hours a day as a civilian wireless operator for the Royal Air Force. Now 34, he married at 27. He voted Conservative and is still for Chamberlain. He likes Germans better than Frenchmen but he does not like Hitler.

"Mild and bitter" ale from mug quenches all England's thirst. Neve takes it at the more refined Saloon Bar, not workingman's Public Bar. Taps are for expensive, mild and bitter ale.



The Englishman's castle. Neve puts on tennis shoes (he has no slippers), opens the stove grate and reads London

Evening Standard. In small library (top) are Shakespeare's *Works*, Sinclair Lewis' *Our Mr. Wren*, Hugo's *Les Misérables*,

Grand Hotel, *Who's Who in the Movies*, *The Family Physician* in four volumes and cheap fiction about horse racing.



In wartime, Neve's work would remain the same, for he is a wireless operator at the Royal Air Force airport. Last week he was transferred to the east coast for possible war duty.



His home (third from right) is in a row, older but more substantial than the German's, just outside Watford, 17 miles north of London. He pays \$260-a-year rent for six rooms.



His daffodil garden is his great pride. Neve himself built shed for his garden tools and bicycle. Garden is 300 ft. by 24 ft.



Repairs to door lock, broken windows and plumbing, are by Neve. He paints, plasters and papers. Notice worn sole.



He shaves in the kitchen. He uses gas water heater at right only in summer, heats water on dining-room stove in winter.



Betting on the English football pools, a shilling (23¢) apiece every week, is the routine after dinner every Thursday evening. Here Mr. Neve gives advice to his wife on her selections.



Pay day is Friday and Neve promptly brings his \$18 home at once to his wife. He keeps \$3 and she runs the house on the \$15. She pays \$5 a week rent, \$7 for food, \$2 for pleasure.

CONTINUED ON NEXT PAGE



ENGLAND



Spruce Mrs. Neve and her son Peter go shopping in Edgware, here admire the butcher's display. She pays about the same as the German housewife.

Morning cocoa is called "elevenses" among English working class. Notice fine radio in left background. Peter is in father's chair. Book is movie-

The French peasant depends on himself for food. English food comes from abroad. The Neves drink 6,000 cups a year of Empire tea, pay \$2 in duties.

album, bought before marriage on wife's own \$15 a week, shows Louise Lovely, Mary Philbin, Marian Nixon, Agnes Ayres, Valentino, Barbara La Marr.



From his radio Neve gets music, British news and once a week Raymond Gram Swing's American news summary, which he particularly appreciates.



Fun is a Sunday night game of pontoon with the neighbors. Mr. Neve is second from right, rear. This is his birthday, hence drinks and one wing collar.



Girls suggest dancing to Continental dance music on radio (British Broadcasting Co. gives no dance music on Sundays). The gramophone was broken.



PETER NEVE RIDES OUT IN HIS CHRISTMAS PRESENT

A HISTORY LESSON IN THE RISE AND DECLINE OF EUROPE'S EMPIRES

Nothing can show the abyss of difference between the U. S. and Europe so well as does Europe's past. The U. S. grew, not because a few head men wanted power, but because a mass of people wanted to live better in more room. Europe is the story of the ambitions of head men. Empires rise and fall—Rome, Charlemagne, the Holy Roman Empire, Napoleon and the Austro-Hungarian Empire. Mussolini claims all that Rome rule 1,800 years ago. Hitler claims all that Charlemagne and the Holy Roman Emperors ruled. Such claims are only advertising slogans.

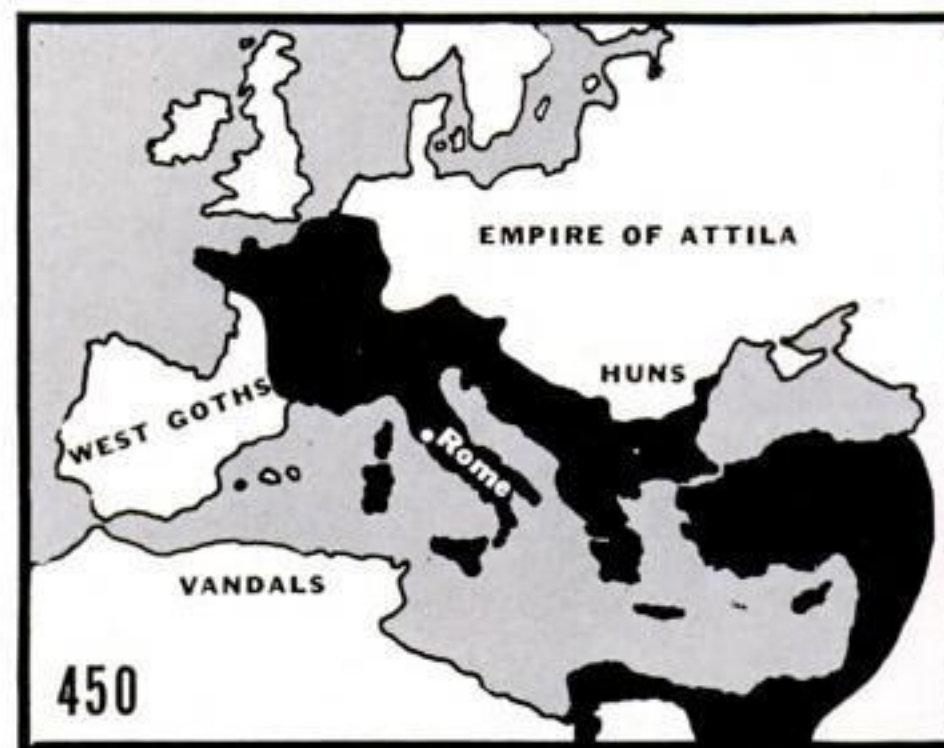
Of all the great powers now in the world, the Germans and the Italians were slowest to get together under one head man. Germany as a nation cannot be given an age greater than 70 years by any stretch of the facts. Italy has an antiquity of about 80 years. For such raw young disunited nations such claims and slogans are the most suitable kind of propaganda.

The maps on these pages show how Europe has been wrenched and torn by rival powers for 2,000 years, how power has been alternately concentrated and dispersed. Only a few head men succeeded briefly in achieving their dream of empire. Always the ambitions of subordinate head men broke up their proud empires into brawling principalities. Yet the drive for single rule persisted long after a dozen tribes had come to think of themselves as separate nations.

In the 19th Century the world got a new thing—the rise of commoner politicians who claimed to speak for masses of the common people. Unlike American politicians, they usually demanded absolute power to carry out what they thought were the people's wishes. For European politics is always harried by fear in each nation of the "ancient and traditional enemy." These men had their heyday in 1919 when the Empire of the Habsburgs was broken up.



The Roman Empire has grown from size of the Italian boot to area shown in black in 440 years. Marcus Aurelius is Emperor. Rome rules Britain, Spain, modern Tunisia (ex-Carthage), all Balkans, all Mediterranean and Black Seas.



Rome declines. From Hungary squat, dark, snub-nosed Attila rises to threaten Rome and its barbarian Gothic allies. Rome has lost Carthage and Britain and half its empire is ruled from Constantinople. Now the end comes quickly.



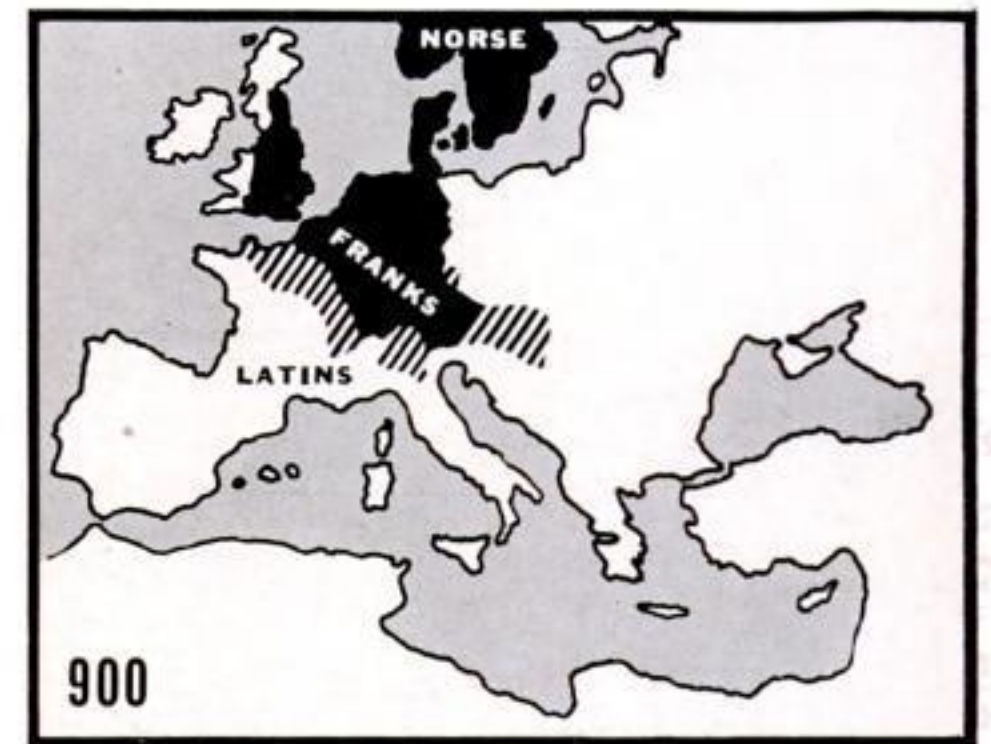
The Franks rise from the ruins of the old Roman Empire, stop using Latin. Both Franks and Goths were Teutons. Franks were big, red-haired, mustached axemen and bowmen whose kings wore their hair long like Italian *Arditi*.



Charlemagne wrenches together such outlandish-sounding nations as Austrasia, Neustria, Alamannia, Septimania, Bohemia and Aquitaine. Today Charlemagne is claimed by both French and Germans as the father of their countries.



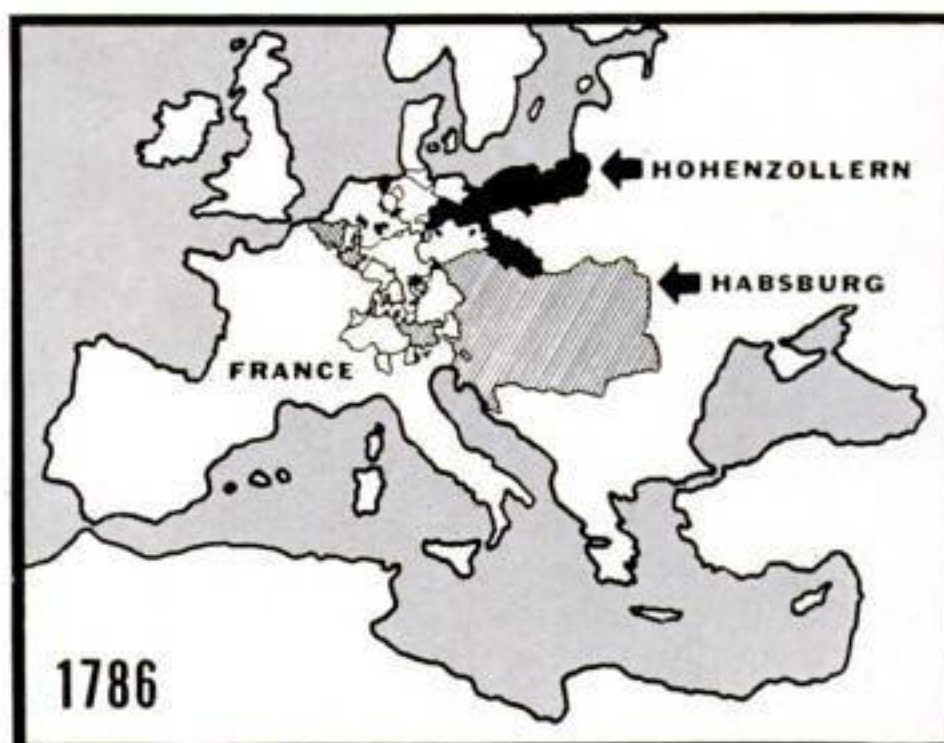
The division of Charlemagne's empire among three grandsons produces for the first time the arbitrary modern boundaries of Germany, France and Italy. The occasion is the treaty of Mersennes in 870 A.D. Feudalism has begun.



Cultural map of Europe in 900 would have shown a division along somewhat the present border of France and Germany. The "Germanic" tribes cover also Scandinavia and England. People speaking the "Romance" languages are to the south.



The Holy Roman Empire declines. The dotted line shows where the Swiss have virtual freedom. The French have taken Provence. Spain will soon take the Lowlands, then lose them to the Dutch. The religious wars are beginning.



The Prussians (in black) emerge from the welter of little German states that have broken away from Holy Roman Empire. Meanwhile Habsburgs (shaded) have begun work on a new empire, spreading out to the east against the Turks.



Napoleon briefly pulls Europe into one explosive union and arouses the German and Italian princes to a feeling of unity. The histories of modern Germany and Italy slowly began after the British destroyed Napoleon at Waterloo.

They represented a step forward for Europe but they seemed to find it necessary to rule in the same head-man patterns as the men who had preceded them. Thus, Russia, Poland, Austria, Hungary, Yugoslavia, Rumania, Bulgaria, Greece and to some small extent Czechoslovakia. The apparent rise of the little man to a voice in his own affairs was strictly inhibited.

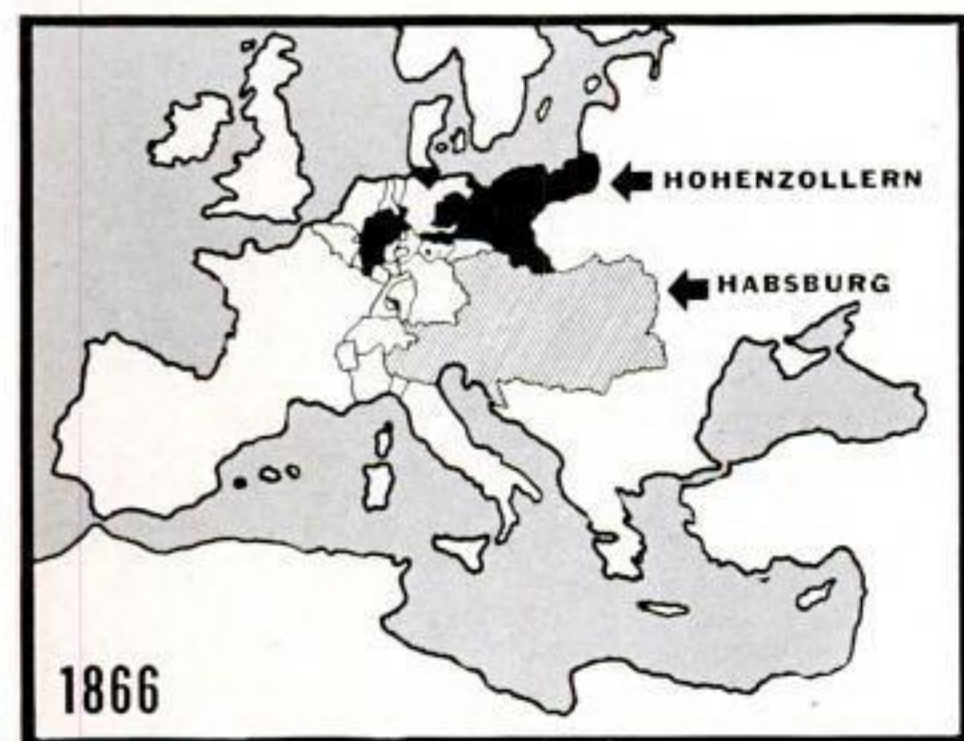
The climax of this head man type arrived in Mussolini and then Hitler. Unlike the old kings, they pretend to speak not for themselves but for masses of the people. Hence their claims have an apparent base in popular will that the old dynastic kings could never claim. Notice, however, that these head men have emerged only in young or slave nations where the little men believe in their own inferiority. Some nine European democracies have not fought one another in over 100 years. For the little men everywhere are notably lacking in imperial ambitions.



The Franks conquer in the name of Christianity under King Clovis, then split up under Clovis' four sons. These degenerate Merovingian kings vacillated between union and division, were finally replaced by the Carolingian kings.



The Holy Roman Empire is a fluctuating power for which a dozen subordinate princes fight and intrigue. Now the Hohenstaufens, later the Habsburgs, had the edge. France is much further toward unity. Saladin rules in the east.



Hohenzollerns resume their rise, consolidate Prussia, Brandenburg, Silesia, Westphalia and Pomerania. Habsburgs have Venice and Lombardy. Five years later Bismarck makes a Hohenzollern Emperor over all the German kings.



Hohenzollern and Habsburg in 1914 rule 72,000,000 people in Central Europe of whom 60,000,000 might loosely be called Germans. Italy has been united for only 53 years under the Kings of Savoy. France has pulled itself together

since its defeat in the Franco-Prussian War of 1870. But two standout facts of the world of 1914 are the great democratic overseas empire of the British and the great autocratic overland empire of the Czars, not shown on this map.



The World War hurt Germany's European area surprisingly little, took the bite of the Polish Corridor and the nibble of Alsace-Lorraine. But it destroyed the Austro-Hungarian Empire which fell apart in seven pieces. By 1929 dem-

ocratic Germany is absolutely broke and Italy is Mussolini's. Top-dogs of Europe are Britain and France, ruling behind the "collective security" façade of the League of Nations. Below, the new Europe of the Rome-Berlin axis.



CONFESSIONS of a BRIDE TO-BE



Dear Diary
More than anything else
I want a modern Cavalier
Cedar Chest with my own
private combination
June



A Cavalier
CEDAR CHEST IS
THE PERFECT
WEDDING GIFT



Your gift must be excit-
ing, extraordinary? None

more gracious than the Cavalier Cedar
Chest. Modern—of course, and we special-
ize in chests for "Young Moderns." A vari-
ety of tray features from which to choose.

AND FOR THE HOME
ONLY Cavalier BEDROOM SUITES
OFFER ALL THESE
CONVENIENCE FEATURES



Beauty personified! Each Cavalier bedroom
suite has from four to six of these amazing
Convenience Features. They take up no ex-
tra room... cost no more... serve a vari-
ety of useful purposes... and give you the
distinction of owning something different.



Tie rack to keep
cravats smooth.
Flips over top
drawer, to permit a
selection.



Cosmetic tray in
stainproof metal; it
slides in and out
between vanity
drawers.



Jewel Box with
Tray top. Locks
with dial or key,
and top has places
for manicure set,
pins, etc.

Cavalier
CORPORATION
formerly
TENNESSEE FURNITURE CORPORATION
CHATTANOOGA TENNESSEE

PEOPLE

The Cameras of the World Press

now put these People in the News



Chang Shan-Tse, China's most notable painter, arrived in New York on April 6 to exhibit 100 of his works at the opening of the World's Fair. His specialty is painting tigers; he owns a pet tiger with which he and his children play casually. Baptized a

Catholic last year, Mr. Chang is dedicating his talents now to the cause of Chinese war relief. An exhibition of his work in Paris during March evoked enthusiastic reviews from French critics. The painting before him here depicts a cabbage leaf.



Joan Crawford was divorced from Franchot Tone in Los Angeles, April 11. Week before, when she and Tone were in New York together, the court refused to grant them a "mail-order divorce." Returning, Miss Crawford won decree on plea of mental cruelty.



Wilbur L. ("Uncle Toby") Cross, literary historian and former governor of Connecticut was dined by friends in Hartford on his 77th birthday (April 10). To demonstrate that age had not shaken his hand or nerve, "Uncle Toby" juggled his peas with a knife.



Mary Martin, sprightly interpreter of the strip tease idyl *My Heart Belongs to Daddy* in the musical *Leave It To Me*, faced her most critical audience backstage lately. The audience was her mother, Mrs. Preston Martin, who had come from her home in Weatherford, Tex., to see Mary perform. Mrs. Martin was not displeased.



Dr. Allan Roy Dafeo, physician to the Dionne quintuplets, was formally inducted into the Circus Saints and Sinners Club of America in New York, April 12. Dressed in a pink cap and gown, hooded with a diaper cloth and betasseled with a rattle, he heard himself berated as the creator of a "totalitarian doctorship" in Canada.

CONTINUED ON NEXT PAGE

The Oldest Name in Scotch



148 years *before* the midnight ride of Paul Revere... **The Haigs were making Scotch!**



An exclusive distinction is held by Haig & Haig. It is the only Scotch with a record of 312 years of continuous satisfaction behind it! For the Haigs started in 1627—and have withstood competition with thousands of other brands! And yet—despite its distinction—Haig & Haig makes no extra charge for its great name and fame.

PINCH BOTTLE
12
Years Old

Haig & Haig

BLENDED SCOTS WHISKY • 86.8 PROOF

SOMERSET IMPORTERS LTD. • NEW YORK • CHICAGO • SAN FRANCISCO

A NAME HANDED DOWN



FROM GRANDFATHER

Over fifty years ago Clicquot Club won its peerless reputation for goodness and lasting sparkle. No other ginger ale has ever been like it. It became America's favorite.

TO FATHER

It is still the preferred beverage in homes where quality counts. Clicquot Club is *flavor-aged*. Its flavor-ingredients mingle and mature at least six months before sugar and water are added.



TO SON

No wonder the whole family likes this famous drink. It's a gracious adjunct to adult entertaining, and a pure, healthful drink that youngsters enjoy. . . . And now it costs no more than ordinary ginger ales!



CLICQUOT CLUB

PALE DRY • GOLDEN GINGER ALE • CLUB SODA. IN FULL, 32-OZ. QUARTS AND SMALLER SIZES.

50 YEARS A FAVORITE



Clicquot Club Soda is a Perfect Mixer
• Bonded carbonation gives this fine-bubbling water extra long life and sparkle

PEOPLE (continued)



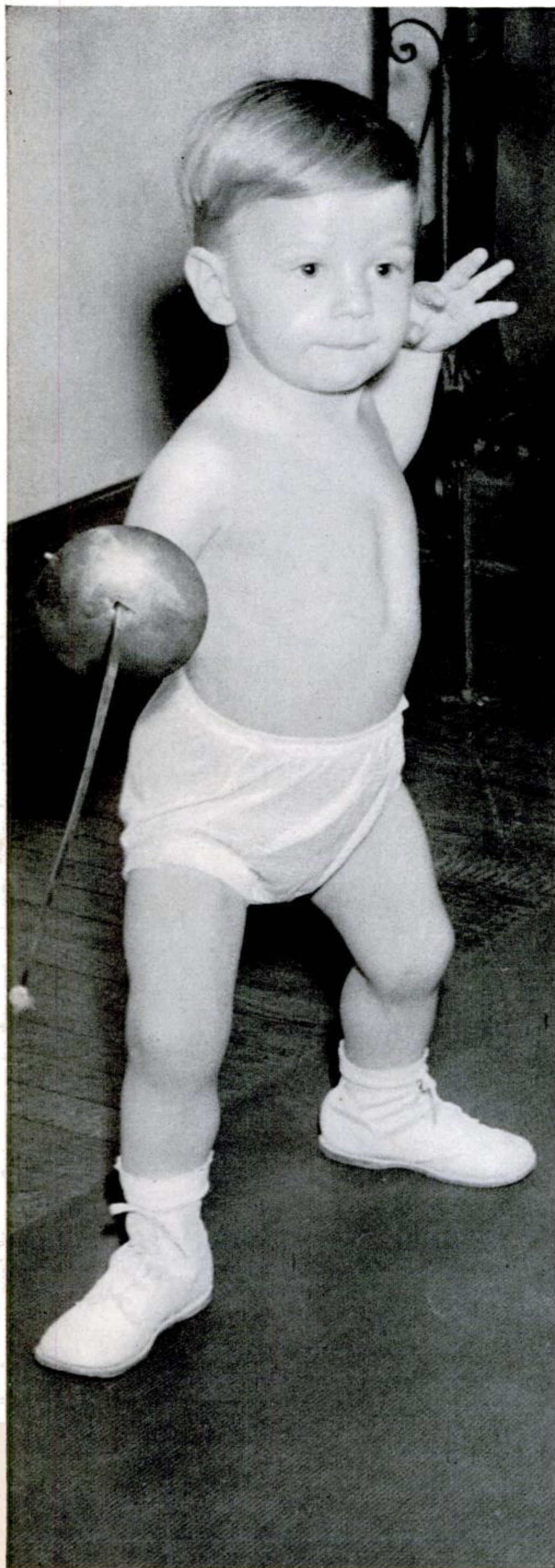
Mrs. Elias Compton of Wooster, Ohio, was picked by the Golden Rule Foundation, April 11, as American Mother for 1939. Her children: Karl, president of M.I.T.; Arthur Holly, Nobel Prize physicist; Wilson Martindale, Washington lawyer, general manager of National Lumber Manufacturers Association; Mary, missionary in India.



Lee Ya-Ching, Chinese aviatrix who is touring the United States soliciting funds for the war victims of her native land, left New York, March 20, and by last week had reached Miami. Her father lives in Hong Kong, owns brick factories. Before returning to China, Miss Lee will visit 35 U. S. cities. She has been flying since 1935.



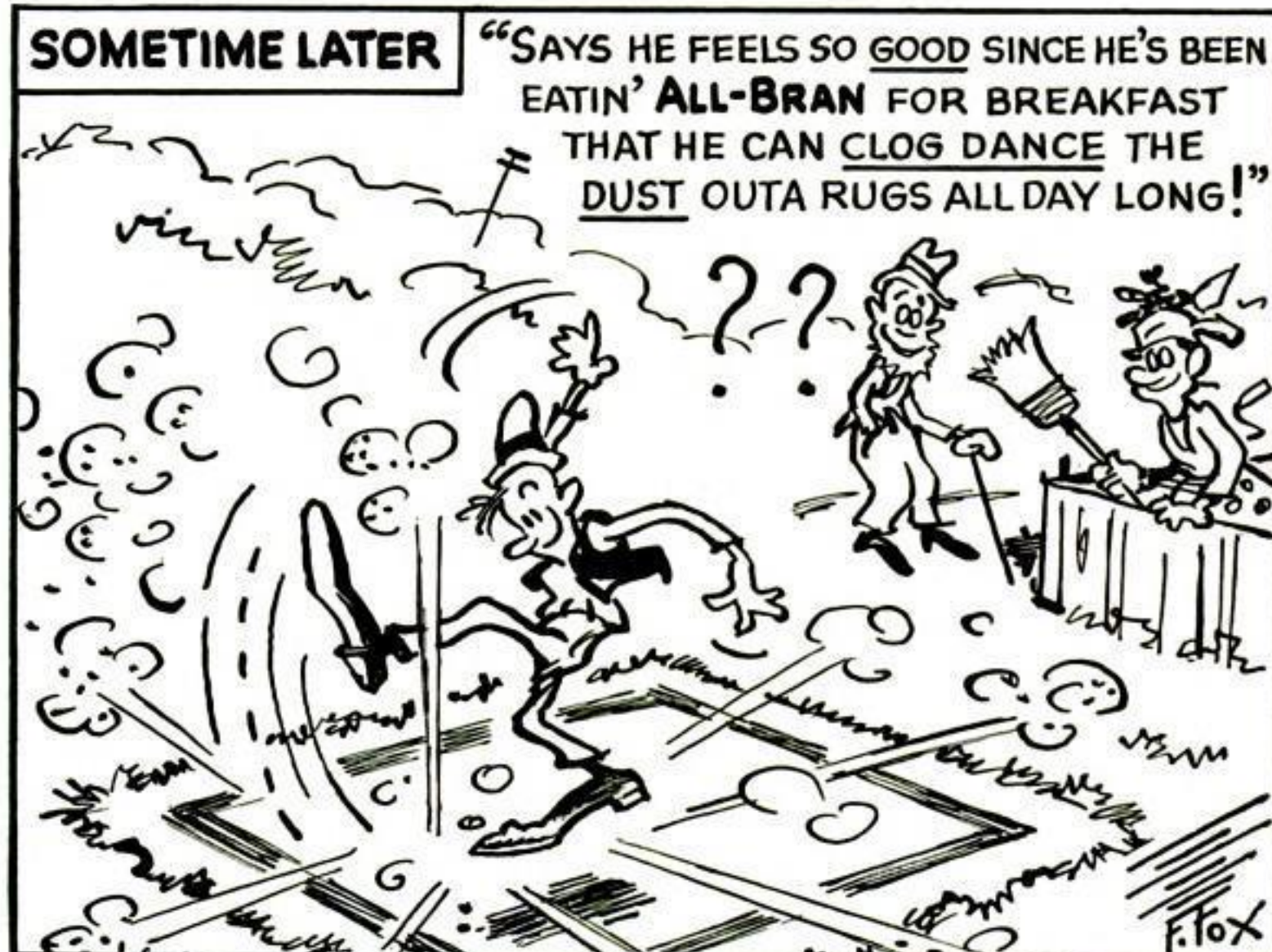
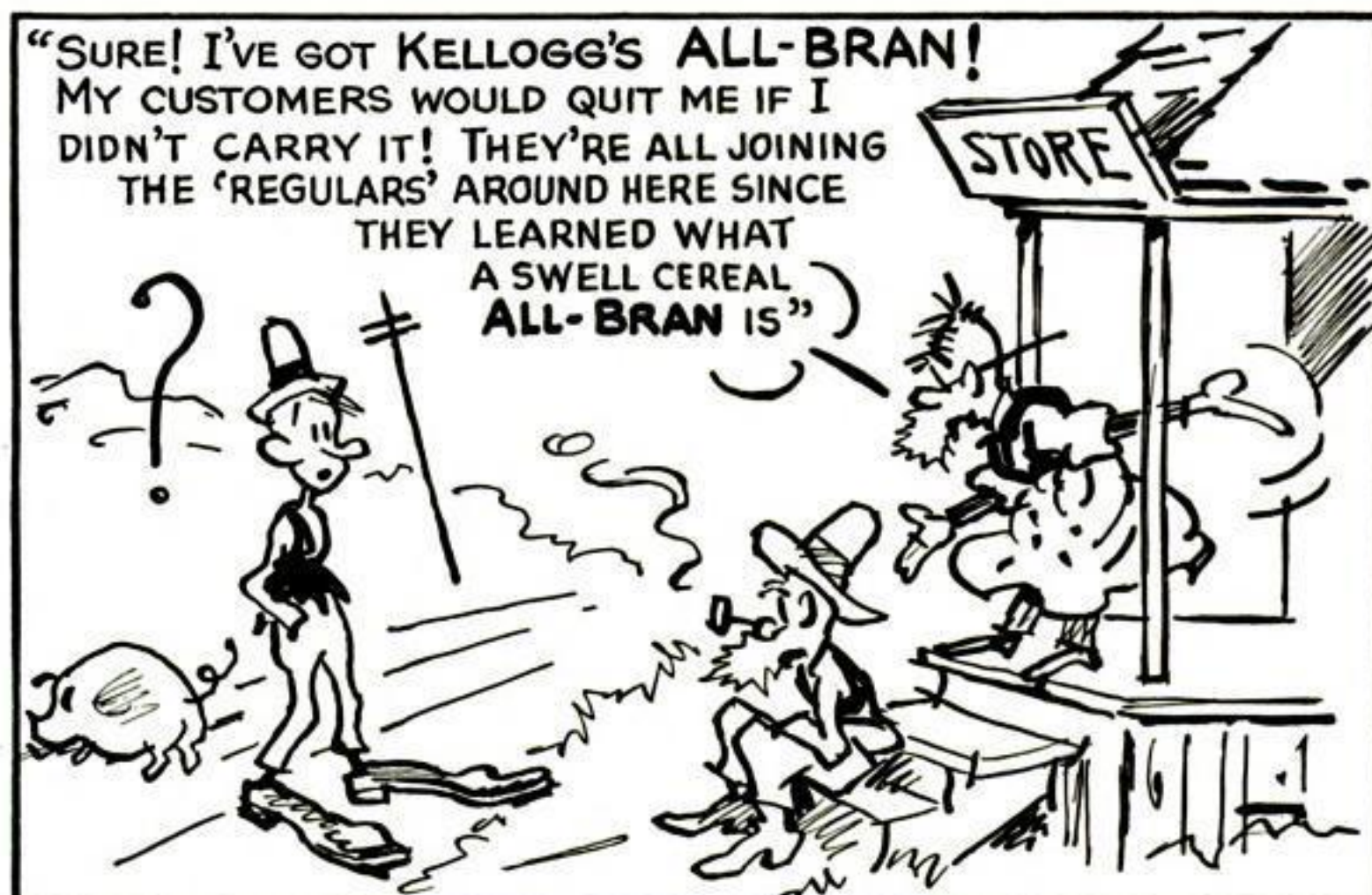
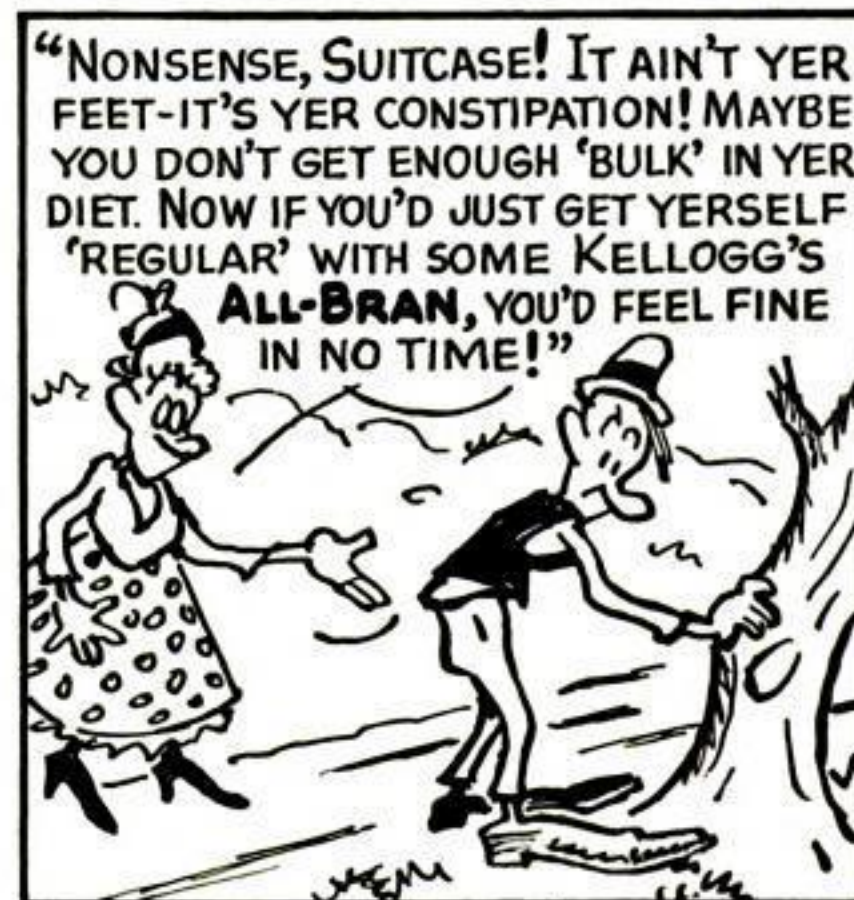
Dorothy Lamour and Mrs. Valerie Emanuel Ziegler Harwood, appeared at Manhattan's El Morocco the night of April 13 with embarrassingly similar dresses. Both dresses were adapted from an original Jay Thorpe design. Mrs. Harwood's was beige with a sable hood (\$265); Miss Lamour's was yellow with a gray-fox hood (\$255).



Vittorio Argento of Upper Darby, Pa., last week claimed the title of world's champion 2-year-old fencer. His father is Valentino Argento, instructor at Lehigh University and Philadelphia and New York fencing clubs. The foil young Vittorio holds here is adult size. His wrist muscles are more developed than his vocabulary.

SUITCASE SIMPSON'S RECOVERY

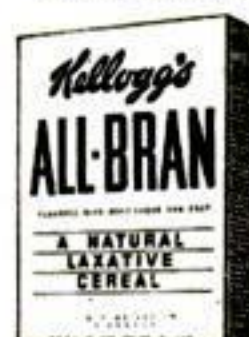
—by Fontaine Fox



Here's the story
in a nutshell,
folks!

IS there a better way to correct constipation than just bearing it first and trying to cure it later? There is, if it's the common kind due to lack of "bulk" in the diet. Get at the cause and prevent the trouble, with that crisp, crunchy, bulk-rich cereal — Kellogg's All-Bran. Eat it every day, drink plenty of water, and see if the world isn't brighter!

Made by
Kellogg's in
Battle Creek



**Join the "Regulars" with
KELLOGG'S ALL-BRAN**

Compare! AND YOU'LL WEAR "THE SHOE
THAT GIVES YOU EVERYTHING"!

Styl-EEZ
A SELBY SHOE

AMERICA'S GREATEST SHOE VALUE
AT **\$6.50**
A few styles to \$7.50
Slightly higher in
Western States



Compare and you'll wear these flattering high-fashion shoes with the famous comfort features. They're the youngest, smartest, most enhancing collection of styles you've seen. But more, they conceal the matchless patented "flare-fit" inner-sole that helps prevent that most common walking fault... "wobbly ankles." You can walk all you want at the World's Fair and you'll feel your best, *save the most*. They give you *everything* for only \$6.50!

Look to your local papers for more Styl-EEZ news... or write for the name of your nearest dealer.

THE SELBY SHOE COMPANY
Portsmouth, Ohio

Copyright 1939, The Selby Shoe Company

IN CANADA, SELBY SHOES, LTD., MONTREAL • IN ENGLAND, SEXTON SON & EVERARD, NORWICH • IN AUSTRALIA, SELBY SHOES, LTD., SYDNEY • FOR MEN, WALL-STREETER SHOE COMPANY, NORTH ADAMS, MASS.



This picturegram was cabled by Western Union from London to New York, April 1, 1939, crossed ocean in 20 min. It shows W. U. messenger boys delivering catalogs.

THE CABLED PHOTO IS PERFECTED

On Jan. 1, 1935, over a vast network of U. S. newspapers, was sent the first Associated Press wirephoto—a news picture delivered as speedily as news text. Newspapers since have depended for quick European coverage on technically inferior radio pictures. They have showed steady improvement (*LIFE*, Feb. 13) but Western Union gave transoceanic photo delivery a vigorous lift on April 4 when, for the *New York Times* Wide World and other services, it cabled from London fine shots of the *Yankee Clipper*. On this page are shown two test cablepics. Their transmittal size is 6x7 in., sending distance 4,215 mi., cost based on sending time at the same rate as cabled words. A minimum radio picture costs \$48 and travel time is 6 min.



Pictures may be wired eventually from Paris, Rome, Amsterdam, Berlin. In May, W. U. expects to have its new photo service in full operation. Above is another test.



**ZEISS IKON
CONTAX**

**For Extreme Versatility
and photographic quality**

Life is in your hands when you hold a Contax. Anything you see is yours—in pictures of striking photographic quality. Contax gives you every advanced feature for accurate, fast, easy operation—plus the inimitable performance of ZEISS LENSES.

See Contax at your dealer's. Write for booklet.
CARL ZEISS, INC., 485 Fifth Ave., New York, Dept. C-6-4
728 So. Hill St., Los Angeles



JUNIOR MIDGETS OF AMERICA

Join the Jr. Midgets of America. Drive your own race car—youth's newest sport! See *Life*, Mar. 27. Write today for membership requirements and specifications on "Jr. Midget" (Trade Mark) Motor Cars. For boys—girls, 6 to 14. Parent inquiries invited. Safe instructive sport. Junior Midgets of America, 1715 S. Grand Ave., Los Angeles, Calif.

HOW'S YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 East 22nd Street, Chicago, Illinois.

EFFECTIVE _____ DATE _____

my mailing address for LIFE will be:

↓ NEW ADDRESS ↓

NAME _____

ADDRESS _____

CITY _____ STATE _____

↓ OLD ADDRESS ↓

ADDRESS _____

CITY _____ STATE _____

LIFE'S PICTURES



W. Storrs Lee, a member of the faculty of Middlebury College, accompanied the Mountain Club on its sugaring-off party and took the pictures on pages 92-96. Mr. Lee, whose primary interest is education, refuses to take photography very seriously. His first pictures, taken on a trip in Europe and North Africa, were used in teaching. He has taken several thousand pictures of life in Vermont and is the author of *Father Went To College*, history of 19th Century small-college education. He is married to the daughter of a University of California physicist, whom he met in Paris in 1932. They have two children, live in a huge log house which Mr. Lee built with the help of a physics instructor and a student.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—W. W.
2—C. R. SAVAGE
4—AKRON STUDIOS
8—CULVER—CULVER, THE T. F. HEALY COLLECTION, CULVER (3)—CULVER (4), INT. CARL M. MYDANS, JEROME ZERBE, CARL M. MYDAN, KITROSSER from P. I., A. P.
9—MARGARET BOURKE-WHITE, CULVER—Drawing by TOBIAS MOSS, W. W., CULVER (2)—A. P., PELL MITCHELL, INT., A. P. etc. bot. 2nd from rt.
11—MCCURRY FOTO CO.—P. I.—W. W.
15—BERNARD HOFFMAN
16—WM. VANDIVERT etc. cen. rt. KANSAS CITY STAR PHOTO by SOL STODNA; bot. rt. W. W. and cen. l. lt. and l. rt.
17—WM. VANDIVERT etc. bot. BAHN-MILLARD
18, 19—BERNARD HOFFMAN
20—W. W., JOHN PHILLIPS—A. P., PIX—H. & E.
21—THOS. D. MCAVOY
22—A. P.—ACME, INT.—A. P., INT.
23—INTERPHOTO, A. P.—P. I., ACME
24—H. & E., HANSEL MIETH—W. W., A. P.—REX HARDY JR., H. & E.
25—A. P.—INT., ACME—W. W., HANSEL MIETH—W. W.
26—W. W.
27—N. Y. DAILY NEWS PHOTO—INT., ACME—BROWN BROS., INT.—ACME, PHILADELPHIA INQUIRER PHOTO by JAMES MCALISTER, ACME
28—DAVID E. SCHERMAN etc. cen. lt. and cen. far rt. courtesy GENERAL ELECTRIC
31—WARNER BROS. etc. l. rt. and bot. lt. BERT SIX for WARNER BROS.
32—WARNER BROS. etc. l. lt. BERT SIX for WARNER BROS.
34—EISENSTAEDT-PIX (2), WARNER BROS.—EISENSTAEDT-PIX—WARNER BROS., EISENSTAEDT-PIX (2)
39, 40—EISENSTAEDT-PIX
42—VANDAMM STUDIO
44, 45—ROGER TORY PETERSON
47, 48—HORACE BRISTOL
52—GORO from B. S.
54—GORO from B. S. etc. cen. drawing by TOBIAS MOSS
59, 60, 61—HANSEL MIETH
62—HANSEL MIETH etc. l. HERBERT GEHR
67—HERBERT GEHR
70—JACK WALLY—Courtesy ASSOCIATED AMERICAN ARTISTS—ASSOCIATED AMERICAN ARTISTS, JACK WALLY, ASSOCIATED AMERICAN ARTISTS—JACK WALLY (2), ASSOCIATED AMERICAN ARTISTS, WHITNEY MUSEUM OF AMERICAN ART
73—JOHN PHILLIPS—GASTON PARIS from P. I., SCHALL from P. I.
74, 75, 76, 77—SCHALL from P. I.
78, 79—GASTON PARIS from P. I.
80, 81, 82, 83—JOHN PHILLIPS
84, 85—Maps by BOB JACKSON
86—DAVID E. SCHERMAN—INT., GEORGE KEELEY-NEW HAVEN REGISTER
87—INT.—W. W.
88—A. P.—DAVID E. SCHERMAN—JEROME ZERBE
89—PHILA. RECORD PHOTO by CHARLES JAMES
90—W. W.
92, 93, 94, 96—W. STORRS LEE
100—T. ARTHUR GRIFFIN

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; H. & E., HARRIS & EWING; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; W. W., WIDE WORLD

Swing's Super Saxist— JIMMY DORSEY says



"I can't 'send' with a headache, jittery nerves!"

"When this happens, Bromo-Seltzer swings into action fast."

"It helps me to get 'in the groove' right away."

YES, BROMO-SELTZER BRINGS A SWEET RELIEF TO HEADACHES AND JUMPY NERVES

FOR SOLID SENDING, Jimmy Dorsey's band is tops with swing fans. Jimmy's recognized as top man on the alto sax. Stage shows—radio—night-club dates keep him on the jump. "Add rehearsals to that set-up," says Jimmy, "and you'll see why I appreciate Bromo-Seltzer."

BROADWAY COLUMNIST

Dorothy Kilgallen covers from 6 to 14 night spots every night—six nights a week. She says: "It's a feverish job. When my head starts to whirl—when I get nervous, I take Bromo-Seltzer—feel better fast!"



Relieves
Headache—calms
your Nerves



Headache strains your Nerves

Headache puts a real strain on your nerves. That's why it is best treated with a remedy made to do at least 2 things . . . ease pain—steady your nerves. Bromo-Seltzer does both. Tests by a group of doctors proved this.

Take Bromo-Seltzer.* Keep it at home always. Buy it at any drug-store—soda fountain.

*For frequently recurring or persistent headache, see a doctor. For ordinary headache, take Bromo-Seltzer.

BROMO-SELTZER



Life goes to a Sugaring-Off Party

MIDDLEBURY STUDENTS START OUT FOR THE SUGARBUSH NEAR BREAD LOAF MOUNTAIN THROUGH 3 FT. OF SNOW, CARRYING FOOD FOR LUNCH, KETTLES FOR SUGAR-BOILING



Tapping tree is the first step in getting sugar. Above, Marilyn Manning, a Middlebury senior, bores a 2-in. hole with a $\frac{3}{8}$ -in. bit.



Spile or spout is driven into the fresh drill-hole by Junior Elbert Cole. The bucket hangs from the spout, takes half a day to fill.



Oldtime yoke for sugar pails is worn by Miss Manning. In some up-to-date sugarbushes, the sap is piped from trees.



Drinking from icy brook is attempted by Sophomore Margery Barkdull. Others drank sap, which before boiling is 95% water.

At Middlebury, Vt., after an unseasonable snowstorm



Maple sugar, Vermont's most famed product, is made by the simple process of boiling the maple sap that starts to rise in the trees as soon as the snow melts every spring. Typical of Vermont's "sugarbushes" (maple groves) is the one of 1,100 trees owned and maintained by Middlebury College. Typical of the "sugaring-off parties" held all over the State every spring, as climax of the unique ritual of gathering maple sap, are the ones held annually by Middlebury students. This year a heavy April snowstorm the day before the party made it even more fun than usual.

Middlebury got its sugarbush in 1915 when a rich realtor left the college a unique 30,000-acre campus including farms, several lakes and rivers, and two of the State's higher mountain peaks. Despite its magnificent equipment Middlebury has no curricular interest in agriculture or forestry. The sugaring-off party—an outdoor rural equivalent of an Escoffier Society banquet—originated with the earliest New England settlers because it was practically impossible to make maple sugar without tasting it.

Inset above shows Marjorie Thomlinson, a Middlebury freshman whose father is a Philadelphia advertising man, enjoying traditional sugaring-off party refreshments: unsweetened doughnut, cubed steak sandwich, frankfurters, sour pickle and cup of snow, topped by spoonful of maple sugar. Sugar is eaten with a paddle. Pickle is supposed to sharpen the appetite for sweets, make it possible to go on eating sugar almost indefinitely.

Inset above shows Marjorie Thomlinson, a Middlebury freshman whose father is a Philadelphia advertising man, enjoying traditional sugaring-off party refreshments: unsweetened doughnut, cubed steak sandwich, frankfurters, sour pickle and cup of snow, topped by spoonful of maple sugar. Sugar is eaten with a paddle. Pickle is supposed to sharpen the appetite for sweets, make it possible to go on eating sugar almost indefinitely.



Eating sugar off snowbank is high point in a sugaring-off party. Elbert Cole, son of professor of biology at Williams,

and Marilyn Manning have carried liquid sugar from the kettle, poured it on the snow where it hardens instantly.



Sample tastes of syrup are served in tin cups while kettle begins to boil. In the background is the sugarhouse where

most of the sugar from Middlebury's trees is boiled down by less informal methods than the undergraduates used.

CONTINUED ON NEXT PAGE

"Oh mother...won't you EVER stop running my life!"



*Ignoring her mother's
well-meant advice she chose
to be modern instead!*



MOTHER: Why...Alice!!!!...I'm only trying to help you!

ALICE: I know you are, mother. But isn't it only fair to let me bring up the baby in my own way?



MOTHER: Oh well...if *that's* the way you feel about it... But you might remember that I know *something* about babies. I raised you, didn't I?

ALICE: Yes, but that was 25 years ago...



ALICE: You see, mother, times have changed. There are **BETTER** methods of raising babies today. The doctor said that everything I give him should be made *especially* for him.



ALICE: He prescribed a *special* food formula... told me to use *special* baby powder... He even recommended a *special* baby laxative!

MOTHER: Gracious! A *special* laxative, too?



ALICE: Why certainly! Wouldn't it be risky to give him anything but a special child's laxative? That's why the doctor suggested Fletcher's Castoria. It's made especially for a baby's needs. It's so gentle...yet as thorough as can be.



MOTHER: But will he take it? You know how persnickity he is about new things.

ALICE: The doctor said *even the taste* of Fletcher's Castoria is made especially for children. Surely, it's good to know we're giving him a nice-tasting laxative that's safe, too!

Chas. H. Fletcher **CASTORIA**

The modern—SAFE—laxative made especially and **ONLY** for children

Life goes to a Party (continued)



Horse-drawn tank wagon holds six barrels, collects sap from trees, carries it to sugarhouse. Sap is almost as clear as water. Theory that maple sugar should be dark is wrong. It should be amber-colored. Forty gallons of sap make about one gallon of best syrup.



Evaporator, where sap boils over wood fire, is called "arch" in Vermont slang. Arch in Bread Loaf sugarhouse is stoked by "Sugarman" Boudreau, watched by Middlebury undergraduates. A piece of pork is dipped in syrup when it threatens to boil over sides.

CONTINUED ON PAGE 95



IF everyone knew what the White Fireman* knows, *every week* would be Clean-Up Week. For the White Fireman, in his ceaseless study of the causes and prevention of fire, has learned that the most fire-dangerous part of the average house is the cellar. His records show that every year accumulations of rubbish . . . in homes, office buildings, stores, factories . . . are responsible for fires costing many lives and millions of dollars in property loss. That's why he so strongly urges that the precautions exercised during Annual Clean-Up Week be continued through the weeks and months that follow. The safety of your loved ones is well worth the little effort involved. A clean cellar is a *safer* cellar.

*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



Insurance Company of North America

PHILADELPHIA



This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life · FOUNDED 1792 · LOSSES PAID: \$435,000,000

*"Mark my words, Susan . . .
she's just plain lazy!"*



1. GADDING AROUND all afternoon . . . land sakes! Her poor husband probably eats his dinner right out of a can, and her house must be a sight!



2. I KNOW MY DUTY when I see it. I called on that new Mrs. Jones next day, to tell her a wife's place is in the kitchen. But did she surprise me!



3. NEAT AS A PIN her kitchen was, with a bright, shiny new gas range. Seems it all but cooks by itself! That girl's not lazy . . . she's smart!



4. "I'M ASHAMED!" I told Susan. "Just think how long I've slaved over my old range! Fiddlesticks! Come on, let's do something about it!"



**LIFETIME
BURNER GUARANTEE**
All Magic Chef burners are guaranteed to the original purchaser against burning out or losing efficiency during the life of the range.

5. WELL I NEVER! I couldn't believe my eyes when I saw a Magic Chef demonstration at the company showrooms. "Young man," I said, "I'm sold!"

It's true. The new streamlined Magic Chefs make cooking a pleasure! No more stooping or spatter with exclusive Swing-Out Broiler. Baking is fun in the extra-insulated High-Speed Oven with famous Red Wheel automatic heat control. Lifetime burners light automatically!

Don't make a slave of yourself! Even if you live beyond the gas mains, Magic Chef and Pyrofax Gas Service are available East of the Rockies. See the Magic Chef "1939 Parade of Values" at your dealer's today. American Stove Company, Dept. L, 264 Chouteau Avenue, St. Louis, Mo.

See the Talking Range at the New York and San Francisco World's Fairs.

Miss Albertine Berry, Home Service Director of the Lone Star Gas System, Dallas, Texas, tells about the new CP Gas Ranges: "The CP Seal on a modern gas range is an assurance to the modern consumer that her range has been tested 22 ways for Certified Performance. Gas is your



quick, clean, economical servant, and the modern CP ranges enable you to enjoy the finest in cooking with this modern fuel."



SAVE WITH A
Magic Chef

THE GAS RANGE WITH THE
LIFETIME BURNER GUARANTEE

LOOK FOR THE
RED WHEEL

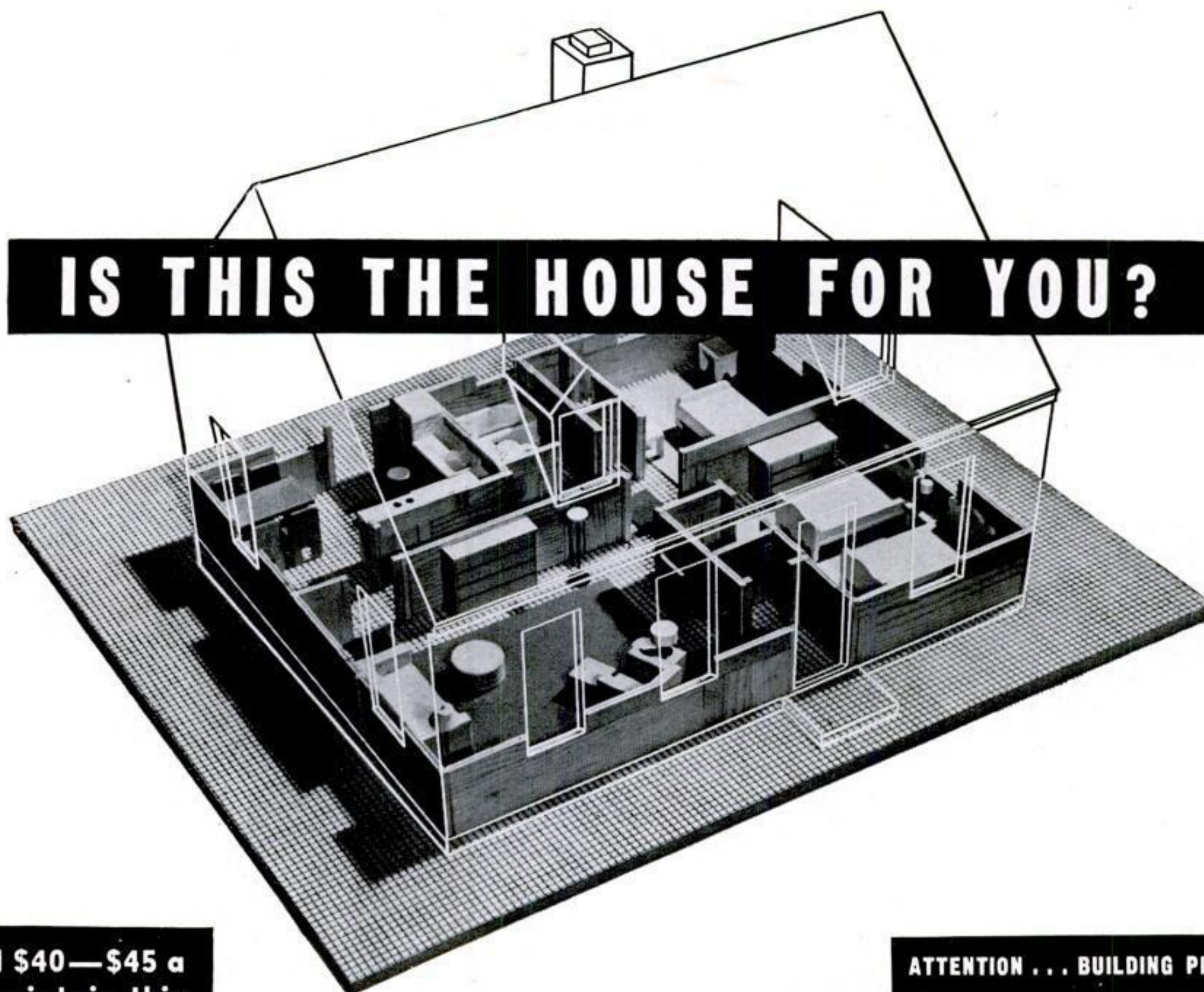
Life goes to a Party (continued)



Snowball fight on snowshoes is feature of the party. The sugar season lasts from two to six weeks. Sap flows best on warm days after cold nights. An average tree in an average season produces about 10 gal. of sap which makes approximately 2 lb. of sugar.



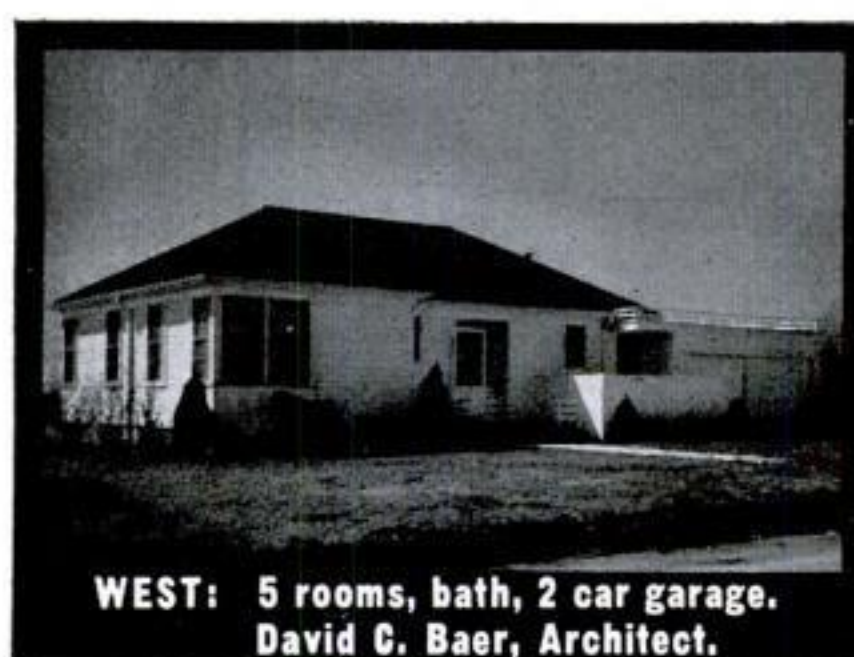
Swinging on birch trees is a much enjoyed collegiate sport. Swinger climbs carefully to top of tree, throws legs backward to make it bend. This sugaring-off party was sponsored by Middlebury's undergraduate Mountain Club, which also runs the Winter Carnival.



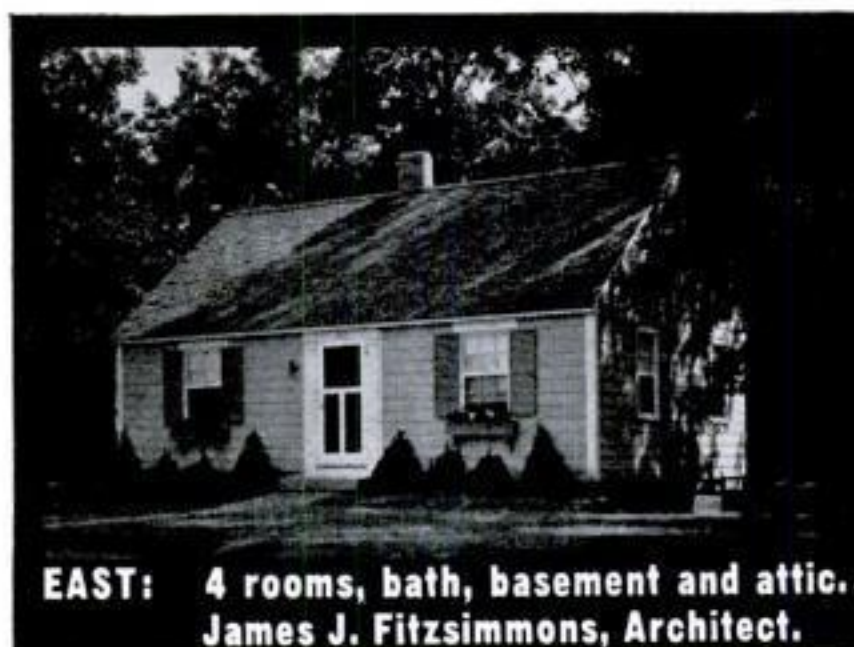
\$400—\$500 down and \$40—\$45 a month will buy and maintain this house today almost anywhere in the United States.



**SOUTH: 5 rooms, bath, porch and car port.
Paist and Steward, Architects.**



**WEST: 5 rooms, bath, 2 car garage.
David C. Baer, Architect.**



**EAST: 4 rooms, bath, basement and attic.
James J. Fitzsimmons, Architect.**

ATTENTION . . . BUILDING PROFESSIONALS

THE ARCHITECTURAL FORUM is the professional journal of Building. If you do not now subscribe, start this month with the big, **LOW COST HOUSE** Issue . . . a 200 page Reference Manual jam-packed with facts on tested new developments in the Low Cost House . . . its Market, Plan, Design, Cost Saving Methods, Land, Labor and Finance.

Documented with 50 case studies of new houses built to sell with land for \$4,000 or less. Exterior-interior Photographs, Floor Plans, Cost Break-downs, and Specification Outlines . . . Houses of proven salability in all sections of the U.S.

And you must not miss the stimulating issues that follow . . . watch the world of Architecture and Building from the inside . . . The June issue (which alone will sell for \$2) is devoted to the New York and San Francisco Expositions . . . both Fairs in one volume . . . Special color and black-and-white photographs. Every subscriber will get this issue without extra charge.

To subscribe to THE ARCHITECTURAL FORUM, simply write on your business letter-head, "Start my subscription with the **LOW COST HOUSE** Issue. You may bill me later for \$4." Or fill in and mail the coupon below. The supply of copies is limited . . . post your letter today.



THE ARCHITECTURAL FORUM

TIME & LIFE BLDG. ROCKEFELLER CENTER
NEW YORK NEW YORK

Send me THE ARCHITECTURAL FORUM for one year (12 issues) starting with the April Low Cost House issue. I enclose \$4.

Name _____
(PLEASE PRINT)
Street _____
City _____ State _____

INVESTIGATE FOR YOURSELF

Talk to an architect. Remember the lower the cost of your house the more important that it be soundly designed and planned for modern living by an expert. Or ask a real estate man to show you the remarkable offerings now to be had in attractive, protected locations. Now you really can own your home and pay for it just like rent.



ONCE ON THEIR FEET, THERE IS A BRIEF FLURRY. BUT THEY TIRE QUICKLY



ONE BY ONE, THEY AGAIN SEEK REPOSE. * ACTIVITY WAS JUST TOO MUCH



RE-ENACTMENT GIVES THE CAMERAMAN ANOTHER VIEW OF THE REPOSE PHASE



TAKING IT EASY AGAIN. KNEE-BRACED LEGS INDICATE THE NEED FOR SUPPORT

You Get Better-Looking Shaves
Double-Quick With This New

Gillette Blade

at 1/2 Price!



**Super-Keen Edges of
Radically New Kind
Protect Your Skin from
Smart and Burn Caused
by Misfit Blades.**



4 for 10c
8 for 19c

FOR guaranteed shaving comfort at a real saving... the new Thin Gillette is the blade for you. Selling at only 10c for 4... this blade gives you quicker, easier, better-looking shaves every time. Super-keen edges of a radically improved kind are honed on easy-flexing steel hard enough to cut glass. That's why the Thin Gillette glides through tough whiskers without drag or pull... shaves tender skin smoothly without smart or burn... outperforms and outlasts ordinary blades two to one!

Buy a package of Thin Gillette Blades from your dealer today. You get comfortable, refreshing shaves and save money at the same time.

Only Gillette Can Produce Razor Blades of True Gillette Quality!

IT takes a world of equipment and years of knowing how to make razor blades that are worthy of the greatest name in shaving. Gillette alone has the facilities and experience to do this. That is why... re-

gardless of price... today's Gillette Blades give you the most that money can buy in shaving comfort and satisfaction. Prove this. See for yourself why Gillette Blades are the outstanding first choice of men the world over!

You Men Who Want Utmost Shaving
Luxury Of Course Demand...

The Gillette Blue Blade

MEN who want the finest razor blade money can buy, get it by asking for the Gillette Blue Blade. Here is a luxury every man can afford—for it costs less than one cent a day. Don't let anyone talk you out of it. Rely on your own judgment and try today's Gillette Blue Blade. Buy a package of these superior blades from your dealer today on our money-back guarantee of complete satisfaction.



5 for 25¢



"My Diary tells me

to take S.S.S. Tonic this Spring"

"I know from experience I will be happier when I feel better and look better."

And the reason for this is quite simple, because when you have rich, red blood coursing through your body, you possess *genuine* vitality . . . the means to strength . . . energy . . . and that assurance of well being.

for that tired-let-down feeling

Worry, overwork, undue strain, colds, and sickness often reduce the blood's strength and vitality.

But you may rebuild this strength by restoring your blood to normal, in the absence of an organic trouble, with the famous S.S.S. Tonic.

improves the appetite

Further, S.S.S. Tonic whets the appetite . . . foods taste better . . . natural digestive juices are stimulated, and finally, the food you eat is of more value . . . a *very important step back to health.*

You, too, will want to take S.S.S. Tonic to help regain and maintain your red-blood-cells . . . to restore lost weight . . . to regain energy . . . and to give back to your skin that much desired *natural glow.*

You should note an improvement at once, but may we suggest a course of several bottles to insure more complete and lasting recovery.

Buy and use with complete confidence and we believe you, like others, will be enthusiastic in your praise of S.S.S. Tonic for its part in making "you feel like yourself again."

At all drug stores in two sizes. You will find the larger size more economical. © S.S.S. Co.

.. In the Spring take

SSS TONIC

PICTURES TO THE EDITORS

(continued)



CHARM SCHOOL

Sirs:

Some time ago the charitable Bunker Hill Girls Club started a "charm school" for its young members by installing beauty-parlor equipment. Here is a picture

of little Nancy Keegan enjoying a free permanent. The lollipop is her own equipment.

BOB KRETSCHMAR

The Boys Clubs of Boston, Inc. Charlestown, Mass.



FIREMAN FRANKLIN

Sirs:

This is the only known likeness of Benjamin Franklin in his little-known role of volunteer fireman. The insignia on his hat is that of the Union Fire De-

partment, Philadelphia, first organization of its kind, which he established in 1736.

C. A. PALMER

Insurance Company of North America Philadelphia, Pa.

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

Bothered by Constipation?

Get relief this simple, pleasant way!



1. TAKE ONE or two tablets of Ex-Lax before retiring. It tastes like delicious chocolate. No spoons—no bottles! No fuss, no bother! Ex-Lax is easy to use and pleasant to take.



2. YOU SLEEP through the night . . . *undisturbed!* No stomach upsets. No nausea or cramps. No occasion to get up! Ex-Lax is mild and gentle. It acts overnight — *without* over-action.



3. THE NEXT morning Ex-Lax acts . . . *thoroughly and effectively.* It works so gently that, except for the pleasant relief you enjoy, you scarcely realize you have taken a laxative.

Ex-Lax is good for *every* member of the family—the youngsters as well as the grown-ups. At all drug stores in 10¢ and 25¢ sizes. Try Ex-Lax next time you need a laxative.

Now improved—better than ever!

EX-LAX
THE ORIGINAL CHOCOLATED LAXATIVE

Many of LIFE's best pictures come from its contributors. Newspictures used are paid for at professional rates and offer an increasing market for amateurs.

Camera fans over America are invited to submit their news and human-interest pictures to LIFE's Contributions Department. Here they receive equal attention with those of professional photographers.

Contributions Editor LIFE

Time and Life Building
Rockefeller Center New York City

This Amazingly Speedy HEADACHE RELIEF

Relieves in a few Minutes!



Does not leave you Upset!

When a headache strikes. *Snap Back With STANBACK!* Also fast relief from neuralgia, muscular aches and similar inorganic pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

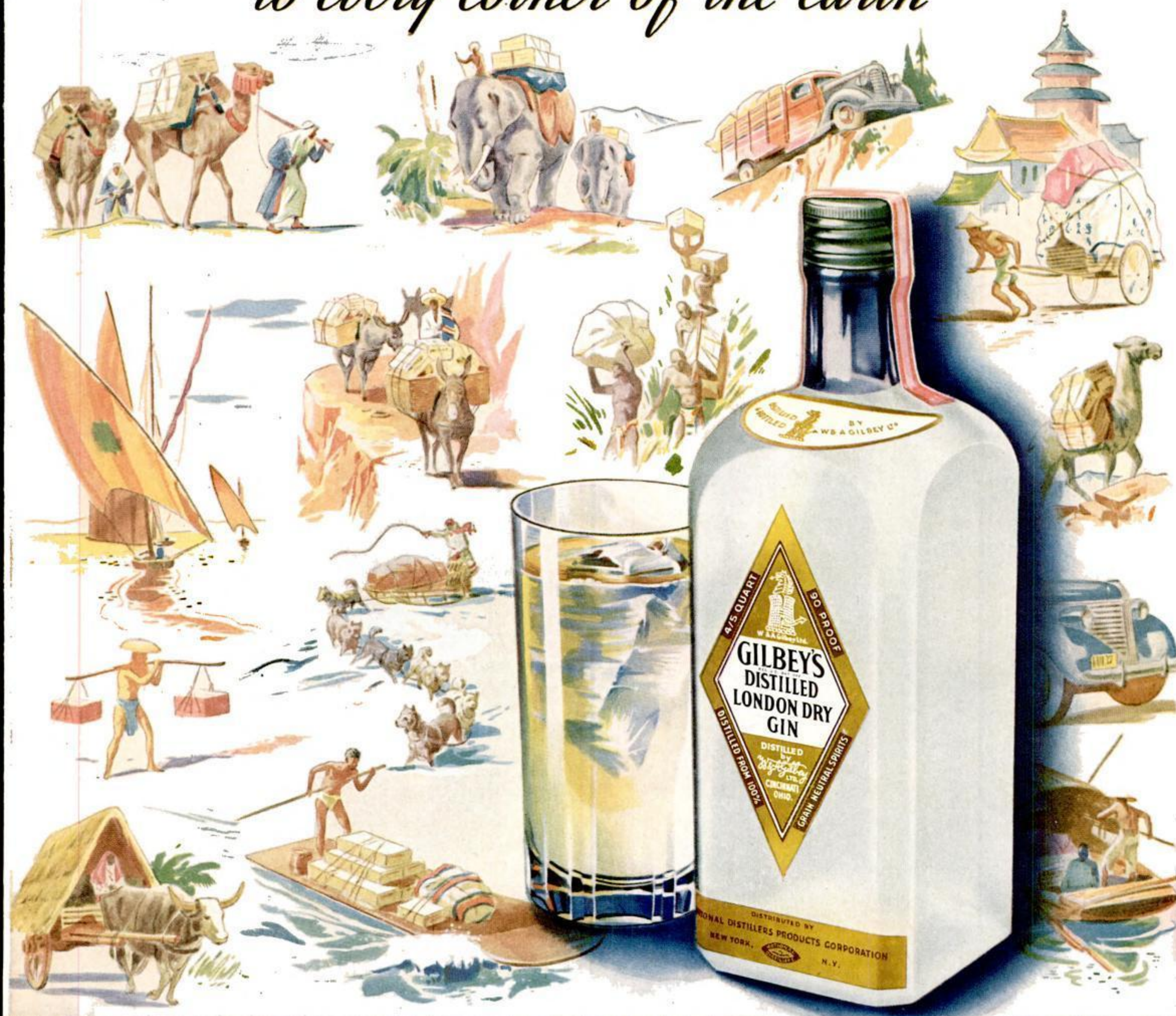
TRIAL OFFER: 25¢ Package!

Mail this ad and 10¢ to cover packing and postage!

10¢ & 25¢

STANBACK
HEADACHE POWDER

Carried for nearly a century to every corner of the earth



GILBEY'S *the GIN* that made the Collins famous

Lurching camels in the Sahara and tossing junks on China seas...kinky-headed carriers in mid-Africa and dogsleds in the icy North...they're strange reasons, aren't they, for your saying "make it with Gilbey's" wherever you order a Tom Collins? And yet...there's no more amazing proof of Gilbey's quality than the way it has spread to the very ends of the earth!

But even more amazing is the way Gilbey's has changed the world's conception of gin drinks. Not only the Collins but many another international drink owes its fame to the silken perfection Gilbey's gives. And you need only one little sip of a Gilbey's Tom Collins to know what a delicious difference it makes. Ask for Gilbey's wherever you go.

THE "INTERNATIONAL GIN" PRODUCED BY GILBEY IN THE U.S.A.—AS WELL AS IN... ENGLAND... AUSTRALIA... CANADA

Copyright 1939 — National Distillers Products Corp., New York City

YOUR GUIDE TO



GOOD LIQUORS

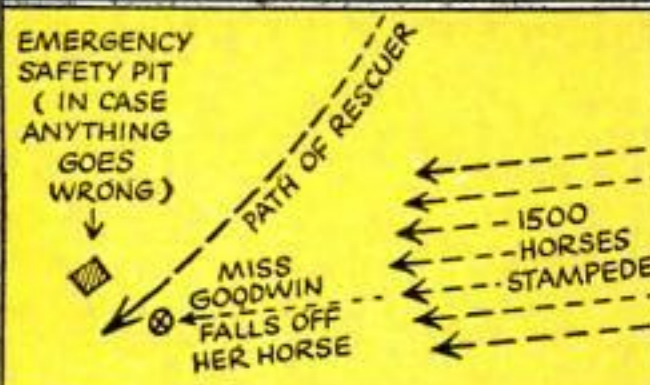
Gilbey's Gin — 90 Proof — made from 100% grain neutral spirits



A HOLLYWOOD STUNT GIRL deserves *REAL SMOKING PLEASURE!*

ALINE GOODWIN, OF THE MOVIES, WORKS HARDER THAN MOST MEN. SHE PRAISES A REST AND A CAMEL FOR FULL SMOKING ENJOYMENT

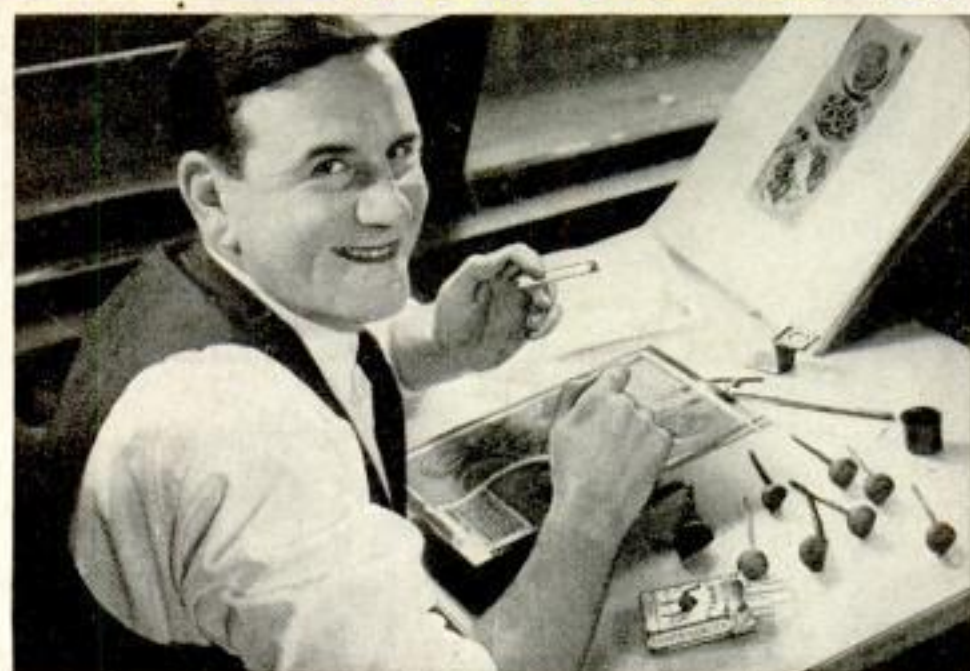
ALINE GOODWIN, ON LOCATION FOR A THRILLING ARIZONA "WESTERN," IS WAITING FOR HER BIG SCENE — A SPLIT-SECOND RESCUE FROM THE PATH OF 1500 FEAR-CRAZED HORSES



DYNAMITE IS EXPLODED IN THE CANYON TO STAMPEDE THE HUGE HERD OF HORSES OUT INTO THE PLAIN



"AFTER I ENJOYED MY SIXTH PACKAGE of Camels," says Fredrick West, master engraver, "I took them on for life. Camels taste better. They are so mild and mellow. They're gentle to my throat—which proves Camels are *extra* mild! My work requires intense concentration. So, through the day, I take time to let up—light up a Camel. Camels taste grand—so smooth and mellow. I don't wonder so many smokers say: 'I'd walk a mile for a Camel.' I would too!"



COSTLIER TOBACCOS
CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS ...TURKISH AND DOMESTIC



Copyright, 1939, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

SMOKE 6 PACKS OF CAMELS AND FIND OUT WHY THEY ARE THE **LARGEST-SELLING CIGARETTE IN AMERICA**

LET UP—LIGHT UP A CAMEL!

SMOKERS FIND: CAMELS NEVER JANGLE THE NERVES